

Contribution of Finnish public and private water sector actors toward sustainable water management

22 Sept 2011, Astana



Short introduction to FWF

Background

- Global water challenges are becoming more and more serious
- Finnish water expertise is of high level
 - Solid knowhow on e.g. water resources management, holistic design and consultation, and different technical solutions
- Policies defined in the International strategy for Finland's Water Sector

Finnish Water Forum (FWF) established in 2009 to

- Promote Finnish water sector's capabilities in international forums and projects
- Help achieve the Millennium Development Goals and promote Water Security
- Leverage private and public sector co-operation in generation of new projects

Membership (71 members in 9/2011)

Ministries / Private enterprises / Research institutions / Universities and Schools / Associations, NGOs



Public sector as driver of sustainable water management

■ Integrated Water Resources Management (IWRM)

- Practiced in Finland before it had a name
- Long-term target setting, determined decision-making
- Efficient, predictable and enforced legislation
- Strict permits
- Good governance
- Commitment by all stakeholders

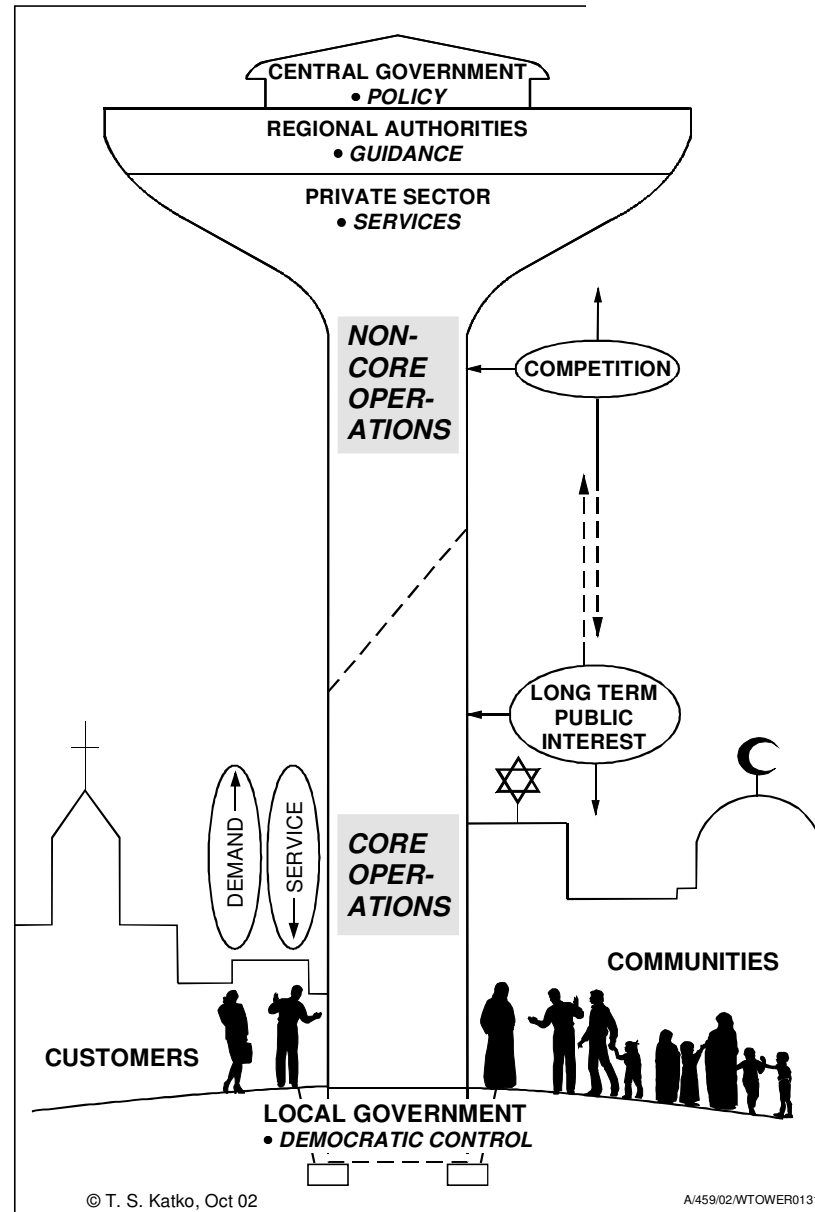


■ River basin management plans

- In all EU countries
 - For seven regions in mainland Finland / two of these international (Swe/Nor)
 - Incl. the groundwater areas used for and applicable to water supply
 - Adopted in 2009, targets for 2015, reviewed every 6 years
- Water consumption in public water supply reduced by 30% in 30 years
- Efficient waste water treatment



Cooperation between public and private sectors is crucial

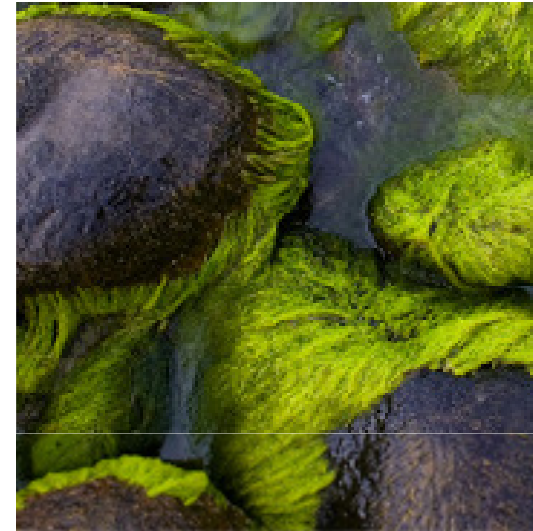


Private sector as implementer and innovator

Selected examples

- **Luode Consulting** together with **Finnish Environment Institute** and other partners
 - Experts in waterway research and measurement technology
 - Expertise applied to reducing phosphorus in the Baltic Sea
 - Phosphorus tied to gypsum → for plants to use

- **Kemira** together with **Technical Research Centre of Finland (VTT)**
 - Center of Water Efficiency Excellence SWEET: advanced water treatment chemicals, sea water into drinkable water, waste water bio mass for energy, decomposition of products, improving water-intensive industries' water efficiency.
 - Restoration and remediation of lakes



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