

TIME Global Health Summit
How Can Everyone Have Clean Water?
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That 1.2 billion people – 17% of the global population – lack access to clean water is one of the greatest development failures of the modern era. Nearly five million people die each year from diseases attributed to unsafe water, and 90% are children under five years old. Winning the battle against unsafe water and poor sanitation will greatly enhance the battle against all kinds of diseases. How do we win this war?

Speakers:

The Hon. Maria Mutagamba, Minister of State for Water, Uganda, and President, African Council of Ministers for Water

Sandra Postel, Director, Global Water Policy Project

Jeff Seabright, Vice President, Environmental and Water Resources, The Coca-Cola Company

Jeffrey F. Williams, Chief Technology Officer and Senior Vice President, Vanson Halosource

Moderator:

Dr. Harvey V. Fineberg, President, Institute of Medicine

At the TIME Global Health Summit, held in New York Nov. 1-3, TIME magazine convened leaders in medicine, government, business, public policy and the arts to develop actions and solutions to the world's health crises.

More information, including archived webcasts of sessions, transcripts and downloadable photos, available online at www.time.com/globalhealth.

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Male: Good afternoon, everyone. Good afternoon. May I invite everyone who's here, if you can, to come forward. I'd like to make this an intimate discussion if we can. We've had so many opportunities for remote discussion, this will be a chance for us to be closer together at the breakout sessions.

We have a very limited time. And I'm going to jump right into the subject. You know, it's extraordinary when you think about it that water, so fundamental, still is unavailable in clean, potable form to more than 1 billion people on the planet. And if you add to that the question about sanitation and removal of waste, you get several billion more who are not living under conditions that are conducive to health.

All of these interventions that we've been talking about medically and otherwise today all rest upon a foundation of clean water and sanitation, the most fundamental of our health protections. We have today a panel with us who are representative of a range of backgrounds, organizations and expertise that I think will be a very exciting discussion on this subject. And let me introduce them very briefly.

First, I'd like to introduce in the middle the Honorable Maria Mutagamba, who's Minister of State for Water in Uganda, and also President of the African Ministers Council on Water. Welcome, welcome. Great to have you here.

At this end, Sandra Postel is the Director of the Global Water Policy Project. Sandra, welcome. Look forward to your comments.

Jeff Williams is the Senior Vice President and Chief Technology Officer of Vanson HaloSource. Jeff, welcome.

And at the end, Jeff Seabright is the Vice President of Environmental and Water Resources for the Coca-Cola Company.

As we get started, let's take just a minute to review a clip from Rx for Survival.

[start clip]

Male: If Uganda can be said to have a water system, it is represented by these plastic containers and the adults and children who carry them. Fetching water consumes many hours out of every day. Children who should be in school, and adults who could be working instead spend their productive hours hauling (jerry) cans.

With his engineering background, the job of UNICEF's (Kiwi Sabuna) is to get clean water to the 14 million Ugandans who don't have it. It's a very personal mission.

(Kiwi Sabuna): This country means a lot to me. I was born here. My father was born here. My grandfather was born here. And I would like to see it take its place among the nations of the world as a fully developed country.

Male: The tiny village of (Mosozi) is typical of what (Kiwi)'s up against. Nothing here has worked. The wells have dried up. The bore holes have failed. And even for the lucky ones who can afford tin roofs, trying to catch rain water is pointless in the long dry season. Now the people of (Mosozi) must drink from an open pond that they are forced to share with their cattle.

(Kiwi Sabuna): When the ladies come to collect this water, I felt sick. I felt terrible. But then you must understand that this is the only available source of water for them. They have no choice. You can't survive without water.

[end clip]

Male: Without water, no life. Without clean water, no help. It's an enormous problem. Sandra, you've been working on water and water issues for literally 20 years, at least that I'm aware. And you've written widely about it. I'd like to ask you if you could identify one key initiative, action, policy, something that could be done. But the one thing that anyone could do about this problem. What would you say is the most important thing?

Sandra Postel: Well, I have to say I think we've heard it a number of times today. It's really leadership on this. I think about this problem as a spectrum starting with the social, political and moral will to get the job done. And then the financing, and then the appropriate technology, and then the distribution. And lastly, something we haven't talked enough about, the sustainability of what we do.

And I think that spectrum really begins with social, political, moral will. And we haven't seen enough of it yet. You know, this is a crisis that is every day, 4,000 people dying, mostly children, every day if today's an average day. So, it's that question we've come back to a number of times today. And it's really getting the public mobilized to require more of our governments and mobilizing the partnerships we've been talking about. So, I think it begins on that first point on the spectrum with the social, political, moral will to get the job done.

Male: Thank you very much. Jeff, you've come at this from a perspective of a problem solver. One who innovates and applies actions to real problems. How would you reply to that question? What's the one thing that you think is the most important thing that we could do, anyone could do?

Jeff Williams: I can't say I really differ here. I think we've heard some discussions along these lines (have been tempered) over the last day or so by some scientific and technical challenges that have been huge. And they still persist in areas like malaria vaccine and vaccines for a number of infectious diseases.

I think particularly in the last decade or so we've had some tremendous technical advances that have actually made the tools available which emphasizes the need for will at this point for implementation. I don't think we're facing huge technical challenges to purify water any more.

Male: So the technical problem is no longer the critical obstacle along the path...

Jeff Williams: I think we know an awful lot now about how to purify water. It's not simple. But I think we know a lot more now than we did a few years ago. And I think we have a number of tools available.

Male: Thank you. Ms. Mutagamba, you have been confronting this problem for your own country, but also as head of ministers' group throughout Africa thinking about how this can be done and working to solve the problem. From your vantage point what's the one thing that you think is the most important?

Maria Mutagamba: Thank you. I think the most important thing that needs to be done is to create awareness. Just as I came in this hall (wood floor) and look behind yourself, half of the seats are empty. That means people don't take water as a serious problem. And they have been talking about malaria, AIDS and all that. But without water we are not going to succeed.

So, we need to get ourselves committed. I think that's where (we start). And once we are committed, then we solve the problem. ((inaudible)) commitment from every stakeholder.

Male: Thank you very much. Jeff, you're now working in a position that has potentially tremendous influence from one of the world's leading companies. Water is obviously critical to the business. It's also been a critical interest of yours for many years. What do you see as the one thing that needs to be done?

Jeff Seabright: Well, first I think I would agree with Sandra. I mean it's a question of political will and commitment. Unsafe drinking water is the leading cause of preventable death on the planet today. And there aren't any technological barriers to addressing it.

We know what to do. We just lack the political will and commitment to getting it done. I think the reality on the ground is that there is no one solution. Urban issues, in terms of municipal water, periurban, which is a growing challenge with growing urbanization, and rural, village level access to safe drinking water. So there are going to be different solutions and different technologies for each of these situations.

I think the thing that cuts across all of them is the critical need for effective governance at the national and provincial and local levels, to take ownership of water at the local level. I think that's key.

Male: Minister Mutagamba, let me ask you in follow up to this question about the multiple actions necessary for different settings, for the urban setting, for the rural setting, for the isolated village, for the metropolis. How much of this problem will depend upon solutions that are local in the hands of a community, how much of it requires a national initiative, a national policy?

Maria Mutagamba: OK, I think the first or the most critical point of (interest) should be at the national level, to get people (sensitized) about this issues of water and sanitation around them. Then once you get them ((inaudible)) they'll be able to take up the challenge. And of course government has got to come up with ((inaudible)). And I (won't actually worry) that Africa ((inaudible)) as of now are undergoing or they have completed (their) reform (standard reform) processes.

I would take the example of Uganda. We have a reform process, which we have implemented successfully. And I think (they are moving on schedule). The only thing that is now (bending) or holding us back is the financing. Having said that, we also need to (get) to understand the available resources because Africa doesn't know how much water it has, in terms of quantity and of quality. So we need to be able to know how much water is available.

We get a lot of rain in Africa. But it gets washed away and at the end of the day the ((inaudible)) for water. You could ((inaudible)) water harvesting. My colleague here talked about the technologies. There are quite a number of technologies that could be adapted. And this ((inaudible)) transfer from the developed world into the African

continent. Much of the time (we get) technology is imported in without the sufficient training of people to sustain them. At the end of the day you have technology that fails, and we are left with some museum of technology that we can't sustain.

Male: Cannot sustain because it's displaced by other technology and perhaps because it's not affordable in the long-term.

Maria Mutagamba: Yes, I think because it is not understood. Because I think to have the sufficient manpower ((inaudible)) the technology that's come in you could sustain them. But most time, the technology has been imported in by a government who got the money maybe from the World Bank or any donor, and they (prescribe much to source) internationally and then the international contractor comes in, does the work, and pulls out. So we don't know what they have done and we are left with a technology that we don't understand.

Male: Uh-huh. Very interesting. Jeff, let me ask you again, coming back to the technological solution. You said that there's a lot that's happened particularly in the last five years that have made solutions more available and I think more affordable. From your vantage point, what's the biggest obstacle to the adoption of these solutions today beyond those that we've already discussed?

Jeff Williams: Well, I think the biggest challenge is getting it out there. I think we've got technical tools. I think we haven't really established the mechanisms for distribution. I think those are going to have to be tailored to different parts of the world. People have different attitudes towards water in different parts of the world.

So, I think the challenge is to find ways to take the tools we have, and a number of people have invested heavily in developing those, and getting them to the people. I think the urgency is that we can solve the problem today. I think there are huge impacts that could be made by delivering those simple technical solutions today.

Male: Yes. Interesting, the (riders) that we heard about in our last session can't carry water from village to village. But they can carry technology. And maybe they can carry well capacity in addition. So there's much there. Sandra, is the problem only quality of water or is the problem also amounts of water?

Sandra Postel: Oh, it's a good question. And I think this is a point of confusion that we sometimes have. You know, you read stories that talk about three billion people going to be living in areas of water stress and this kind of thing. And this really doesn't have to do with the issue we're mostly talking about today, providing everybody with 50 liters of water per day.

Universal access to safe drinking water would require only 1% of all the water withdrawals we're currently making. So if we wanted to meet that 2015 goal we're talking about less than 1% of all the water we're currently withdrawing. So it's not a problem of physical water scarcity. In most cases the water is there.

The problem is access to it. It's access to the water by pumps and wells and all the infrastructure that has to be there. So I think that's an important distinction. We see countries with a lot of water with a lot of people lacking access to safe drinking water. If you look at a country like Indonesia, it has enormous amount of water per capita. But more than half its people don't have access to safe drinking water.

So, it's really it's important not to confuse the scarcity phenomenon to the access to safe drinking water challenge. It's very important. You look at a country like Kuwait, gets no rainfall at all. But everyone has access to safe drinking water because they turn oil into water by desalination.

Male: Water alchemy.

Sandra Postel: (it's a peculiar) question. But having said that, you know scarcity does play a role. And here I think it's important to think broadly about the watershed within which we're trying to provide these services. Because the watershed itself, the health of the watershed, the rivers, the wetlands, the forests that are cleansing the water, that are moderating the flow of water are increasingly getting degraded by population pressures, by agricultural pressure and commercial developments and so on.

So, it's very important to extend our thinking beyond just the delivery of water services to thinking about the environment within which we're trying to do that. And making sure that water shed protection and ecosystem health is part of this equation. Otherwise we're not going to get where we want to go.

Male: Solving the problem today and solving it for the long-term.

Sandra Postel: Absolutely.

Male: Let me now turn to our audience and invite those who may have questions to please indicate that you'd like to raise a question or make an observation. I see here next to number two, right in front of you, to recognize that questioner.

Charity Ngilu: Thank you, my name is Charity Ngilu, Minister of Health, Kenya. I think the one thing that when we talk about water is just to know that us in the African continent who need water so much need to know that our governments are not serious, and they don't want to provide water. And I say this because the budget for water is smallest in the whole budget line at the ministry. And therefore if truly governments meant to give their people water they would put more money in the Minister of Water.

And the same thing applies to health, and the same thing applies to agriculture. And if you look at where they put money, it's in defense. Even when there's no war.

But who really gets impact when we have no waters in our homes? Women. We have seen here it is women and children who are carrying water on their backs. They spend endless hours. In my country, Kenya, we spend nine million hours a day when we search for water.

Last week I was in southern Sudan. And the river (male) passes through Juba. And in Juba City there is no water. Yet, it's the same river that is giving the whole of Egypt water. So you need to ask yourself, what is (with that). We as governments are not doing right. We just want to say that it is not possible. And yet we know what we are doing that we are not putting money where money should be.

I think as my colleague Minister of Water and me as Minister of Health need to push and put a lot more pressure on our government to do what they must do and tell them that African women are just tired of carrying water when they are putting money in defense. Thank you.

Male: Thank you.

Maria Mutagamba: ((inaudible))...

Male: Please, would you like to comment?

Maria Mutagamba: Yes, I want to (assure my friend) that to that effect of trying to push government to do a little more, and (of the) African Ministry Council on Water we have agreed as ministers that (will) push (our) government to increase the budget line to 5% of the national budget. We hope we have (saturated this time) to all governments, we hope, we hope that colleagues in the government will be able to put pressure on that. (Last year) we have initiated an international initiative to ((inaudible)) the women ((inaudible)) colleagues here to support us in our fight for more budget (more tax). We'll call this one the Global ((Inaudible)) Women (Initiative).

I happen to be a coordinator with the colleague minister from (Norway). We are trying to put more pressure, not only from Africa, but from international community. Because you should remember that most of the money we use comes from the north. So we are trying to do that.

Male: Thank you very much.

Maria Mutagamba: ((inaudible)) I am grateful that ((inaudible)) is standing up with us.

Male: Do you want to make another comment...

Sandra Postel: Just one quick response, I just read the other day Francois Mitterand has become very active on this water issue (life of) the former president of France made a statement that we should in fact devote 1% of our military expenditures to providing safe drinking water and sanitation. How about redefining security so that we're really providing security to people? Why not? Why not push this within our governments.

Male: Thank you for the discussions. And also for the emphasis on the point that while we're talking about survival, these issues have enormous economic and daily consequences for the lives of people. And that I think is such an important observation. Thank you very much. Yes, please.

Al Hammond: I'm Al Hammond with the World Resources Institute. I want to ask, at the risk of raising an issue that's been controversial here, how much given that governments are not yet able to provide clean water in many countries, particularly in rural areas, whether there is not private sector approaches that can enable people to filter their water or other things. And whether we shouldn't in fact be giving more attention to sustainable business solutions to some of these problems?

Male: Thank you very much.

Maria Mutagamba: Thank you very much. We have agreed that (minister) in fact our government, according to my own government, Uganda, we agreed on involving the private sector. ((inaudible)) government implementing ((inaudible)) water, (so with the) private sector. But have been engaging the private sector in management of the water system and of contracting of the project.

We have not yet up to now involved (the development) of water systems. And that's what I'm working with now. Trying to get a few people ((inaudible)) at the (very micro) level to give them (support) that they can expand. (and at some) time I had the opportunity to meet the (present Global Private Sector) ((inaudible)) last November or December. And I took a group of private sector and (we think) that private or business, water business alliance is an issue that we are trying now to embrace at ((inaudible)).

Where the private sector, let me talk about my colleague here. Coca Cola is the biggest consumer of water in any country. So want to see how much they can give back (the water sector). That's one. ((inaudible)) the (beer) companies and all that. And at the same time we think that other people can come in and invest. We have been discussing this at the national level with my minister of planning to see whether we can invite in developers.

They come in, I know these companies (like) Revendi or ((inaudible)) not come in to invest in a small town. But they can support and franchise with a small town. And (eventual marriage) when this town (has) become viable. So we are also exploring that probability. And I think it's going to work.

Male: Thank you. Jeff Seabright, would you like to comment on...

Jeff Seabright: I just...

Male: ... the role of the private sector.

Jeff Seabright: At Coca-Cola we're working hard to really understand how to make partnerships in local communities and with governments and NGOs and community based organizations really work. Because, you know, we're in the water business. And we're trying to figure out how we can really add back in the communities where we operate.

And to give you some examples, just from some of the recent projects in Africa. We have been working in Kenya in the Nyanza province on helping bring safe drinking water to schools, which is a very powerful intervention because it keeps girls at school. It helps spread sanitation and safe water understanding to households and keeps kids healthy. So a very powerful partnership with local NGOs in Kenya and (care) that's really making a difference. And I think, you know, we need to do more of that, and we need to scale it up.

Another very powerful partnership that we have with USAID in Mali is looking at helping develop entrepreneurs in the periurban areas, in the (commune one) and others, to be water vendors, tapping into extending the water lines. Mostly women, selling water at very low rates. But a real sustainable business that's bringing safe drinking water to the community, empowering local entrepreneurs and making a real difference in their lives. So I think those are some examples of how these private public partnerships can really work to benefit people.

Male: Thank you. Let me invite other panelists if you'd like to comment...

Jeff Williams: Can I comment too, because I think some of the technical advances that have come about have been focused on this issue of sort of empowering people to do it themselves. I'm sort of encouraged to think that there may be an analogy with the cell phones. Thirty-five years ago I lived in South America. And every day in the newspaper were the names of people who had been awarded a telephone line. And they bequeathed their position on the waiting line to their offspring because the infrastructure was not there for them to get communication service.

And cell phones leapfrogged over that. They delivered power to people's hands to communicate. And I think some of the technologies we've seen developed in recent years can do that. They can deliver into people's hands the power to purify.

And by the way distributing water, and putting the infrastructure into place doesn't necessarily mean the water's safe. It's a constant battle. We only have to listen to the radio. Every time there's a power failure here there's a boil water order because there are concerns about contamination of the water. So I think those technologies can deliver that power. And I think also within them there's room for local entrepreneurs both in terms of the technology and local supplies that can be provided and possibly even in small businesses that furnish safe water, really safe water, to customers.

Male: Thank you. Sandra, do you want to comment on this? Or to don't feel obliged if you don't.

Sandra Postel: Just a quick comment. I think the starting point for me is always to think about the government as the custodian of the public trust when it comes to water. Because water's the basis of life, first and foremost, and a commodity secondarily if not tertiarily, then I think it's very important that governments take on the responsibility of making sure that those basic needs are met.

Now inviting the private sector in to assist with that is fine. But we're all talking about good governance on all these issues. And very often the good governance isn't there before the private sector is invited in. And so then we have water prices going up and cut offs of poor people not able to pay and so on. So I think the starting point to me needs to be the recognition of the public trust in water residing with governance, and then establishing the how-to, the public private engagement after that recognition is there.

Male: Thank you very much. May I recognize in front please.

Susan Davis: Thank you, I'm Susan Davis with Care USA. And we've talked a little bit about this, and I've heard many of the panelists earlier. Water is just not on the radar for the international community. And it's non-controversial. It's the underlying need for most health problems. You can't address almost any of the health problems we've discussed without safe water and why aren't people paying attention to it? What's wrong with it?

Male: Why isn't water good currency for discussion in the community of development and health that we've been discussing?

Male: I think just an observation that it, you know, it's such a chronic problem, it's been with us for some time, and it's so interwoven with the rest of the development agenda, it's about gender and economic empowerment, and environmental protection, that we're almost sort of inured to it, it's like wallpaper. We don't see it.

And I've been listening to the conversations here around infectious disease, it captures people's imagination. Oh, there's a vaccine. There's a solution. Something, one solution.

With water it's a hundred things we have to do all the time, everywhere, to get it right. And I think we need to sort of retap the political will and vision to say this is a solvable problem. We can get on top of it. There are no barriers, it's just up to us to get it done.

I think we're beginning to see some more attention to this. I saw Senator Frist, majority leader in the U.S. Senate and Harry Reid introduce some legislation that would really elevate the role of water and sanitation in the role of U.S. in U.S. foreign policy, you know, as an environmental issue, as a moral issue, and as a national security issue. So it's beginning to get some more traction. And certainly I hope the conversations here this week will help with that.

Male: Do you want to comment on this, Minister?

Marie Mutagamba: Yes, I want to say that, you know, (has not been able to come on this agenda), but now that we are talking about health, I think that better look at water for health. Because in Africa, to quote another figure, 2,000 children die every day because of water related diseases. And if you compare this with the developed world I think in any European country the maximum who died because of (malaria) is about 700 a year. That means an African child suffered 500 times more, or have got more chance at 500 times more than the child in the developed world.

And if you take ((inaudible)) because nobody wants to talk about it. Governments (won't) talk about it. Even the media don't give it enough coverage. But just think of 2,000 children dying every day, and maybe you compare them to jumbo jet. How many (of them) would be crashing every day. And if it were a jumbo jet here crashing every day I think you'd have ((inaudible)) enough publicity and enough response. This is a silent killer. We responded to the tsunami. I think there is a need to respond to the African tsunami.

Male: Thank you very much. And thank you for the emphasis in the question. Even a cursory look at the history of public health would teach that before we understood anything about germ theory the most important early advances in fact were around clean water and sanitation. Maybe the theory was wrong but the practice was right. And it's an important message to bring back today. Question?

Emily: I'm Emily from (time for) Kids. And how can kids be a part of the solution to these water problems?

Male: Thank you, Emily.

Marie Mutagamba: (I didn't) get that.

Male: Did everyone hear the question? How can kids be a part of the solution to these water problems?

Marie Mutagamba: How can kids be part of the solution (not the) problem. Yes, we are trying to come up with a program that will involve children to learn about water. In Africa, water has not been in our syllabuses or curriculums. But we are now trying, with the help of UN Habitat, we are introducing water issues in the curriculum. Also, we are developing technologies that are going to help us involve children.

Like one that (I visited) now in South Africa. They go around where children (fund) the water and supply the community. And so (again) children are going to be actually (no) solving the problem of the communities. In Uganda we had a program which was a private project where (went in) for water and sanitation and it was targeting schools. And it's heavily and it's (greatly improved) on the living standards of people in that area. Children (were ever got) in school (solved the primary label) and they ((Inaudible)) who normally suffer where there's no water. So I think children are good conveyors of message, (messages) they learn at school if the (schools) are ((inaudible)) with water and sanitation competence they will be able to pass it on to their communities and their parents. And I think we have good allies in the children.

Male: Emily, what grade are you in, may I ask? Emily's in the fifth grade. Maybe some farsighted company that uses water or depends on water could sponsor a contest in schools, maybe in the fifth grade that would get children involved in solutions to the water problem. And I bet you'd be among the winners.

(Jeff Seabright): I think another thing that you can do is learn about water. I was at my daughter's school in Atlanta just yesterday, talking to them about water and learning about watersheds. We are having real problems around

water in Atlanta. And you know it's important to understand how we use water. And the way in which we use water and how that impacts where we live and the ecosystems, the habitat of the animals and fish in the areas that we live. And so I think that's one thing that you could do, and we'll have to think about that sponsorship.

Male: Thank you. I have a question here, and then we'll come back down to this area. Please.

(Christine Mormon): Christine Mormon with Time magazine. One of the themes that's been emerging at this conference has been issue of coordination, when you have lots of NGOs, lots of multinational companies, lots of multinational intergovernment agencies how do you coordinate. And I wonder, is there some sort of standardized model for drilling boreholes so that they don't they work right, so that you're not creating mosquito infestation or whatever the issues are. What about coordination, how is water coordinated across countries?

Marie Mutagamba: OK, in Africa we didn't have coordination (as such). ((inaudible)) from various people, NGOs, donors, government. But of course they didn't have coordination. And that's why (as African Ministers) ((inaudible)) we decided to bring ourselves together from a political initiative, the African Ministry Council on Water. And that is to help us coordinate our activities, to have common ((inaudible)) and also to have common advocacy.

In this process (of course) each country has had its own standards. And now we are looking at what is on ground in each country, and then trying to see what is best practice, what is best technology ((inaudible)) adapt to another country in the region. We have divided the continent into five subregions. The eastern subregion, northern subregion, western subregion, southern subregion and central. And in each of the subregions there is a coordinator minister responsible for coordinating ((inaudible)) vice president. So these people are supposed to be coordinating what is happening in those subregions. We are (a different) initiative (but you) hope to make it.

Male: Thank you very much. Any other comment on general on this question about coordination...

(Jeff Seabright): I would just add it's critically important, and the problem of bringing people together is not an easy one. I mean the donor coordination in the development world challenge is perennial. But around this issue we've been participating in a forum that's brought together businesses, Proctor and Gamble, Coca-Cola, GE and others, as well as the implementing agencies like (CARE), Water Aid, and many of the foundations, the United Nations Foundation and others, the Clinton Foundation, that are really interested, the Gates Foundation in this issue because they understand the critical importance that water plays. And coming out of that conversation we hope will be a better coordinated effort on water sanitation, at least within those groups that are active here in the United States.

Male: Thank you very much. There was a question here in the front if you could bring the microphone, and then we'll come back to the other side.

Male: Yes, I just want to bring attention to the ((inaudible)) social (responsibility). And yesterday New York Times had a special supplement on ((inaudible)) social (responsibility). It's defined really well, said it is not really business. But it is being responsible to the (all) consequences of business.

Now just for example, I'm not trying to pin down Coca-Cola, but I am just taking one example. That Coca-Cola (is bring) business in India, but at both ends there are problems. ((inaudible)) draws huge amount of water from ground. (big) water deficit being created. And then Coca-Cola (sells to) Coke workers, it costs one dollar per liter, which is equivalent to one man's one day salary. So necessary income, necessary for (our daily requirement) goes into buying Coca-Cola. (either places) that create deprivation. So, how do companies respond to alleviate or not to create this sort of problem when they do business in poor country.

Jeff Seabright: Well, I think the issue in India that you're referring to in Kerala, that the Coca-Cola company is depleting the local groundwater is you know, a highly contentious one. We're not the largest user, but we're certainly the most visible user of water in Kerala. And actually the issue went to the Kerala high court, which appointed an independent commission that looked at it over the course of the year, and found that it had to do with the drought that was causing the depletion of groundwater aquifers, not the Coca-Cola use of that water.

Having said that, we are committed to we have a shared interest in the sustainability of that resource. I mean if it goes away, then we don't have a business. So we in the community, and we're part of the community, really are not

at loggerheads, we are really on the same page. And we've been working over the last several years to really focus on rainwater harvesting. It's been mentioned that in Africa the amounts of water, and the same in India, there's plenty of rain, but it comes in monsoonal downpours and flash floods off, so it doesn't recharge aquifers.

We've been working to put in rainwater harvesting, check dams and very simple technologies in about 30 locations around India in our plants and communities. By the end of next year we will assuming normal rainfall be causing as much water to be put back into the aquifers as we're taking out. So a net zero impact on the groundwater aquifers. That's one example of some of the work that we're doing to be good corporate citizens in India.

Male: Thank you, I have a question here and we'll, I think, have time for a few more. Yes?

Frank Devlin: Frank Devlin of Rotary International. Just to let you know that the ((inaudible)) of the world, we're 32,800, are giving an emphasis on water besides our different projects. And we have it all together, water, health and hunger. They're all related. And we're partnering and we're coming together different groups, and I just want to bring it out that we're there and we're trying we're learning more about this ourselves how we can work together, as was mentioned before, cooperation, alliances, partnering, so we're definitely interested because there's a real tie-in with health, everything to do with water. So we're there to help.

Male: Thank you very much for the comment, Frank, and thank you for all the work that you and your colleagues in Rotary all around the world have been doing on so many of these critical issues. Other question or comment? Yes?

Tom (Arnold): Thank you, Tom Arnold from Concern Worldwide is my name. I think there's been an understandable emphasis from (right) this morning in all the sessions about what's the one thing that needs to be done, and how can we get results quickly. I think it's hugely important to understand there's not one thing that's not the answer. There has to be an understanding, and particularly in the case of (Wolfram) and Watershed Managements. This is a long-term process. It needs long-term commitments. And you know, that really has to be understood.

And there's two other key things then that need to be understood with that. There needs to be mechanisms to get the community on board, to get community participation, and that takes time, you know. But where it works we should learn the lessons. And the second thing that's crucially important I think, we need to invest in the capacity of governments, long-term sustained investment, no quick fixes, no (outs) other than that. And I think that really even though we need to find the things that matter and that will make impact most quickly, it has to be taking that longer-term context into account.

Male: Thank you very much for the emphasis on the fact that one important thing doesn't necessarily mean a short-term thing. The long-term and the multiplicity of activities quite crucial. I'd like to allow at least one other question if we can. I think we have just time for one more and a response from panel if it's a question.

(Mikhail Vestigot): Thank you. My name's (Mikhail Vestigot) from (Vestigot France). I heard one of the panel members say that the biggest issue is access. Now, could we imagine because there was a panel here before talking about can aid be good business? Can we imagine multinationals, corporations getting involved with their vast distribution system in sub-Saharan Africa, in South Asia, distributing or getting access, creating access to water against, for instance, brand equity. Thank you.

Male: Thank you very much. Would anyone like to comment? What's the opportunity for business to be part of the solution here? Jeff, do you want to comment?

(Jeff Williams): I'd like to think so, because I think businesses are very good at getting (over there) to the end of that food chain. And they're better at times than the public sector is. Great example is Hindustan (Lear) in India, which manages to permeate the entire nation and has armies of people who distribute very effectively basic needs. Very often in Unilabor's spectrum of products. I think it's one of the areas that private sector excels at. And I think we have to find a way to take advantage of that. And this may be one where the technology allows that for the prowess of the private sector in distribution to contribute something in this sphere.

Male: Thank you very much, and thank you all for excellent questions and a wonderful discussion. Please join me in thanking our panel. And we will now conclude and reassemble as I understand at promptly four o'clock for the next session. Thank you all very, very much.

END

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