Water Funds Message Grid

Problem	 By 2045, the world's urban population will increase to 36 hectares of forest are cut down every minute 40% of the land around the world's water sources is de 		\Rightarrow	meet water s	rgent need to mobilise the power of nature to ecurity challenges in a sustainable way (To be ending on the area)
Solution	Water Funds unite the public and private sectors and civil society around the common goal of securing water for communities, by protecting natural water systems in a way that promotes sustainable economic development.				
Pitch	Water Funds enable groups of people around the world to work collectively to secure water for their communities.				
Key Messages	Water Funds are collective efforts connecting multiple groups to manage and finance improvements in water security Governance and convening mechanisms	These initiatives focus of nature to improve wa in a way that is adaptive and poper. Working with nature	iter quality an e to changes in ulations	d supply, n climate	This approach to water security benefits nature, communities and businesses, both up and down stream With benefits for all
Supporting messages	Water funds help to make sense of and manage the significant complexities associated with nature-based source water risk protection	Healthy watersheds – th lakes and rivers – pro- communities, ecos	vide many ben	efits to	Water Funds work with people living upstream to help them manage watersheds, improving the productivity and resilience of their lands
	They create a governance and management structure that ensures an inclusive approach to water security	Upstream forest protectimproved agricultural pwater quality for 4/5 laws	ractices could arge cities arou	improve	Water security is improved for downstream communities, cities and businesses - this supports social development and reduces economic risks
	They identify and implement mechanisms for the long-term financing of water security programmes	Working with nature de effective solutions: 1/6 c solutions just throughtreatme	cities can pay f gh savings in w	or natural	Water Funds improve the health of watersheds, and therefore the area's biodiversity and the services it provides
Proof points	To be tailored by each Water Fund relevant to their local context.	To be tailored by each Wa local co		nt to their	To be tailored by each Water Fund relevant to their local context.