



## ANNOUNCEMENT

**TECHNOLOGY AND INNOVATION EXCHANGE** in the **PARTNERSHIP BAZAAR**  
14:30 – 16:30 March 21<sup>st</sup>, Saturday

As rapid changes in environmental security will require building abilities for governments and local authorities to avert unexpected changes in the environment, increasing importance is played on human enterprise to develop technologies and increase capacities to respond.

Acting before an onset of a disaster will require appropriate technologies to strengthen individual and institutional knowledge and inform effective action. The need for small-scale local farmers to anticipate changes in water-levels is crucial on the road to the MDG goals in poverty alleviation. Likewise, first-world citizens require more information in order to effectively change behavior over water consumption and increase attitudes towards sustainability. Managers will require sophisticated equipment to effectively manage enforcement of the varying degrees of waters that lay hidden beneath and above our ground.

As the World Water Forum is increasingly becoming the meeting place for vibrant innovations in water, the World Water Council offers an opportunity for willing participants to present innovations on water-related technologies.

The Technology event will provide an opportunity for presenters to showcase the fruit of their work in an area accessible to the public. The venue is designed for anyone interested in providing a public opportunity for their technologies. The Technology and Innovation Exchange will run within the Partnership Bazaar event, as ideas continued to be marketed and exchange all throughout the Forum week.

The Technology and Innovation Exchange will be conducted from 14:30 – 16:30pm on Saturday, March 21<sup>st</sup>. Forwarded interests can be directed at [partnerships@worldwaterforum5.org](mailto:partnerships@worldwaterforum5.org).

Looking forward to receiving your response.  
See you in Istanbul!

