

## World Water Council

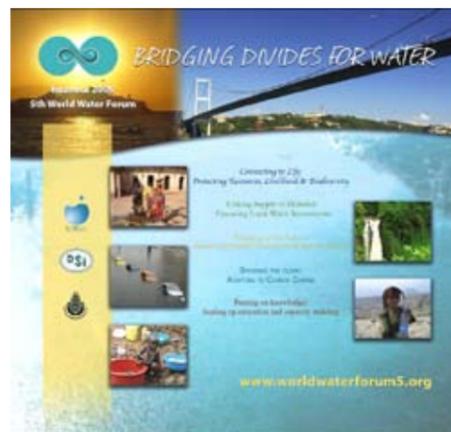


With the opening of Expo Zaragoza 2008, water is today at the heart of all our preoccupations: how can we, in the years to come, ensure our drinkable water supply, water our gardens, irrigate our crops, prevent droughts and floods... Such are the numerous subjects on which the World Water Council has been working since its creation in 1996.

Over the past months, the persons in charge of the Council and of the Expo, especially at the Water Tribune, have worked together to establish a link between this international event and the 5th World Water Forum, which will be held in Istanbul, Turkey, from March 16th to March 22nd, 2009, and which will be presented to the public of Zaragoza on July 31st.

Represented at the inauguration of the Expo by its President, Loïc Fauchon, its Director General, Ger Bergkamp, and some of its governors, the WWC is linked, among other activities, to the thematic week on « Water and Cities,» to be held from June 23rd to June 28th. The week will close with a round table of mayors working together on their declaration and the Istanbul Urban Water Consensus, a pact inviting mayors and heads of local governments to make a common commitment for the management of city water resources, despite global changes (<http://www.worldwaterforum5.org/>).

Expo Zaragoza 2008 and the World Water Council have a common objective: to raise awareness within the general public and among the political decision-makers of what is at stake in terms of water for the future of our planet. For, while we, Europeans, have only to turn the tap to see water running, 1.1 billion people in the world – that is to say twice the population of the European Union - still have no access to drinking water.



5th World Water Forum

## « A love story at Expo New York 1939 »

When the 1939 New York World's Fair opened in Flushing Meadows, America was reeling with the Depression and anxiety over impending war in Europe. People were seeking some respite from those realities. Relief seemed to come in an uplifting, optimistic atmosphere at The Fair dedicated to "Building The World of Tomorrow".



While many were lucky to find employment, and a social environment, one couple was more fortunate to find something quite special there under the Tylon and Perisphere. Helene worked as a cashier in the entertainment division of TDH#7 and her boss Frank ("cozy") supervised that division. It was noted in the '39 October quarterly of the "TEE I. DEE" employee's magazine, "...Saw Buster Briggs with a good looking blonde-could have been Helene..." and further linked them with the remark... "there are the inseparables like Buster Briggs and Helene Goncharov". That proved true. Their romance flourished and my parents were joined in marriage the following year.

Sadly, my father is no longer with us to appreciate the telling of their story. He always reveled in his experiences and memories of the days at the Fair. However, my now 94 year-old mother still nostalgically reminisces about that time, in living tribute to her romance and the events of the 1939 World's Fair.

Diana Briggs



EXPO x EXPOS « Expos and its History »  
in Madrid, Teatro Circo Price, April-May 2008



EXPO x EXPOS in Lisboa,  
Parque das Nações Expo'98

## Important Events

- 21 July-14 September: EXPO x EXPOS, Zaragoza, "Paraninfo"
- EXPO ZARAGOZA 2008
- 9 september: 6th Forum Shanghai-Zaragoza-BIE
- 12 september: 3rd Assembly of the AVE
- 13 september: BIE Day
- 14 september: Expo Zaragoza 2008 Closing Ceremony



Bureau International  
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# Progression

The BIE Newsletter

WATER AND SUSTAINABLE DEVELOPMENT

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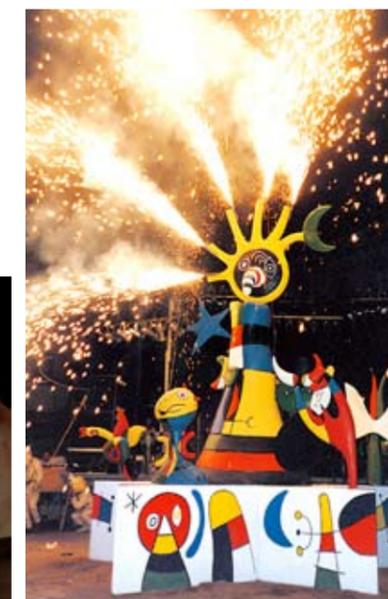


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## Experience the biggest Water Festival on Earth !



EXPO ZARAGOZA 2008  
has opened its doors to  
the public on June 14th  
and is waiting for you until  
September 14th: 500 shows,  
2000 experts, 140 pavilions...



## Expo Zaragoza 2008 : Strategy for a thematic site

The disposal of pavilions and contents in the site obeys a pre-established strategy.

The unity of Expo is conceived as a Chinese meal during which the dishes are served in a synchronized manner, and the guests, depending on their interests, tastes, and appetite, choose their own course. The organization offers a balanced distribution of contents by placing the thematic pavilions in the corners of the 25 hectares of the site, near the principal gates. We are thus able to create a mixed tension between the transmission of key messages and we provide coherent routes.

Which ever gate by which the visitor accesses the site, he finds, at the beginning of his voyage, a thematic exhibition which incorporates one of the key ideas:

- by the North gate, he will find "Water for Life" in the Water Tower.
- by the South gate, the Bridge Pavilion will drive him through the exhibition, "Water, a Unique Resource."
- by the East gate or the River Ebro gate, he will be met by the exhibitions, "The Landscapes of Water" in the Aquarium of Freshwater and "Science and Creativity" in the Spanish Pavilion.

In the fourth sector, the Aragon Pavilion has just been added to this basic schema, by insisting on the value of water as a creator of landscapes and territories. The natural routes are formed between large pavilions and the visitor can take advantage of this either by following the underlying theme of the conceptual sequence of the Thematic Plazas placed parallel to the river, or according to the disposal of international pavilions on the 2008 Avenue, regrouped according to the eco-geographic criteria: Oasis, Islands and Coasts, Woods and Forests, Meadows and Savannas, Mountains, etc. In short, it is a coherent and varied path where all the contributions that give the exposition its international nature are gathered.

In addition, between the Pavilions of Aragon and of Spain, the ensemble of the contributions from 19 Spanish communities and autonomous cities closes the network that connects the conceptual route of the thematic plazas to the international route of the 2008 Avenue.

The schedule of spectacles reinforces the key messages of Expo Zaragoza 2008.

The spacing of the schedule of the spectacles underlines the contents by thereby contributing to reinforce, through its specific language, the messages of this exposition, engaged in one of the largest challenges of our time.



*Iceberg. Poetic Visual Symphony*

"Iceberg. Poetic and Visual Symphony" is the spectacle that marks the end of the day and the beginning of the Expo night. A gigantic iceberg appears on the River Ebro, resources are consumed and wasted, even the fossils, and all this is nothing. The earth becomes ill, the ice cracks and melts, the sky darkens, and life is threatened. The earths shrivel up, cultures are diminished, wastes are accumulated, hurricanes and catastrophes are more and more frequent... We must rethink our situation, think differently, we must change how we behave. We are intelligent, there is hope.

The "Archipelago of Desert," a performance by the Cirque du Soleil, circulates at noon in the Expo site by playing with the evocative idea that one must tame the clouds to manage to create a rainbow.

On the thematic plaza, "Aquatic Inspirations," the performance, "Hombre Vertiente," of the Argentinean company, Ojala Entretenimientos SRL, transforms water in music, acrobatics, dance, colours, light, flickers, mirror...which soaks, splashes, laughs, jumps, dances, weeps, and rejoices... pure contemporary plastic art that mixes the actors and the public in an integral spectacle.

**Francisco Pellicer**

Deputy Director of Operations and Contents at Expo Zaragoza 2008

## Water and Sustainable Development: Theme of Zaragoza, Theme of the World

We have entered an era where water has become one of the most precious resources which the world risks depleting if we keep up our current pace of unsustainable consumption. An intelligent management of water is today indeed identified as a priority issue in top global agendas. For an overwhelming portion of the world today, access to safe drinking water is a privilege that has been denied to them. In the face of this reality, the world has united time and time again—in Rio de Janeiro in 1992, in 2000 for the UN Millennium Development Goals, in Johannesburg in 2002, to name a few.

This summer, between June 14 and September 14, 2008, the world is once again uniting in Zaragoza, Spain for its Expo on *Water and Sustainable Development*. For a country and city that have known what it means to lack water, Expo Zaragoza 2008 is their occasion to celebrate water and foster a shared culture for managing it wisely now and in the future. Expo Zaragoza 2008 is a breath of fresh air that combines entertainment with education, traditional know-how with innovation, all in a spirit of friendship, optimism, and a sense of urgency to act. Where a seed of conflict may otherwise be planted, Expo Zaragoza is planting a seed of cooperation. May this seed grow to see a better tomorrow.

**Vicente González Loscertales**  
Secretary General of the BIE



*Waiting for the Show...*

## Climate change, Water crisis and Desertification

People have always had to face the unpredictability of the environment and the variability of the climate.

These conditions have allowed us to acquire knowledge appropriate at the local level to deal with adversity, thanks to the techniques of water collection and distribution, the protection of soils, recycling, and to the optimal use of energy.

However, it is the first time in the history of our planet that the changes in climate are due to the human intervention and that they are accompanied by two factors that make it difficult to respond to them.

The first factor is time. The speed at which the process that has been set in motion is taking place impedes a progressive, natural and cultural adaptation to the new conditions.

The second factor is the state of physical and social deterioration. Soils are exhausted by the agricultural industry and massive urbanisation. Crops are deserted because of waves of emigration, poverty and loss of identity. The drama concerns all countries in the world, just as much the dry zones as the temperate ones.

However, the desert and desertification are two different things. The desert has a precise ecological balance which is established over the course of time in specific climatic situations. Its landscape is healthy with an aesthetic value, laws, a biological and cultural activity adapted to respond in an appropriate manner to the thirst of plants, animals, and humans. Desertification is caused by the pressure and negative intervention by human beings, in any climate and situation, and it provokes conditions of imbalance by degrading the soils and by depriving the sites of all harmony.

Where precisely there is water, there is no one who had learnt to manage it with wisdom as in the oases of the desert. Oases are not natural phenomena, a random happening, but the product of human talent. The palm trees, the cob constructions, the hydraulic systems, the big dunes of sand themselves are realised and suitably used by the inhabitants to maintain a liveable environment.

Every palm tree is planted, looked after, enriched with organic wastes, and irrigated with waters jealously administered. Thus are shadows formed and vapour condensed, and, shielded from the sun and from the wind, micro-organisms and other biological elements which compose the fertile ground, the humus, multiply. We thus create a beneficial interaction of factors capable of beginning a positive dynamic in contrast with the difficult and hostile situation.

We determine a microcosm in which life and thought are connected to the places, to other living beings and to each thing. A system tightly connected and completely under the care of the inhabitants.

The condition of oases, where every error has an immediate echo on the survival of the whole ecosystem, constitutes a lesson. It is indispensable to recognize the value of local practices and the particular forms of expression, the Traditional Knowledges molded in relation with the geographical conditions where culture developed in response to the difficulties of the existence.

The oasis is, consequently, an extraordinary example which our planet must take as a model with the awareness that only a common and responsible management can guarantee the survival of the oasis in the cosmos, in the Earth.

**Pietro Laureano**

Director and Coordinator of IPOGEA,  
Architect and Town Planner, UNESCO Consultant



*Underground hydraulic system, Water Distribution, The Master of the Water, Oases*

## Expo Zaragoza 2008: Point of Inflexion for Our Awareness

Just a few days ago, Expo Zaragoza 2008, the International Exhibition dedicated to the key theme of Water and the sustainable development opened its doors. We have in front of us, until September 14th, three months to give water the place it deserves: the centre. Three months to have fun with through water, to talk about water, to learn to evaluate it, to become aware of the inadmissible part of our relationship with water.

Water is essential for the life, indispensable to the health and to the well-being of mankind, fundamental in the conservation of our natural environment. Yet, in the world today, 1 100 million people have no access to safe drinking water and 2 600 million people do not have a basic sanitary system. It is difficult to imagine what that means for us, who live in comfort and surrounded by conveniences that have become so mundane that they go completely unnoticed. To be able to drink a glass of water when we are thirsty without being afraid of falling ill or to simply turn a tap to wash ourselves are acts as routine for some as breathing is for the majority of people.

Faced with the challenge of this injustice which the world today must confront and with the great efforts required to change the situation, the United Nations have supported, from the beginning, the candidacy of Zaragoza to host the Expo on Water. For the United Nations, water, as a source of life, must occupy the first place. It is also for this reason that in December 2003, the General Assembly of the United Nations proclaimed the period of 2005-2015 the International Decade for Action «Water for Life».

With the chosen theme, Expo Zaragoza marked a point of inflexion in International Exhibitions. It is no longer about simply familiarizing the public to certain innovations or means but about raising their awareness facing with inevitable situations.

The day has come and it is finally the moment to participate, to become part of something more than an exhibition, which we would attend as mere spectators. We cannot and we must not let the Expo go without being part of it.

EL AGUA, FUENTE DE VIDA  
2005-2015

**Carlos Fernández-Jáuregui**  
Coordinator

United Nations Office for the International Decade for Action  
"Water for Life 2005-2015", Zaragoza