



Regione Lombardia



cloudburst



MILANO 2015



WAF AWARD
SHARE SUSTAINABLE SOLUTIONS

WAF AWARD

Water and Food Forum at World Expo 2015

**If Everyone Participates
in Water and Food Conservation,
Our Planet
Can Be Safe.**



Under the Patronage of Lombardy Region
23 - 24 June 2015

145 countries - impact investors - NGOs - corporations - youth - academia - televised globally





June 23 -24: Scale Sustainable Solutions Now

Breakthrough pioneers, impact investors, responsible corporations, researchers and students will set out to resolve global water and food challenges.

In the face of escalating problems and official cynicism, WAF Award winners are solving these problems! ⁽¹⁾ WAF can help take their solutions to the world.



To scale WAF Award winners, Water and Food Forum will:

- Develop shared value business models and action plans
- Commit funds
- Embark on implementation

Award winning initiatives demonstrate considerable potential for a return on capital: financial, natural, social and human. Accordingly, action plans will include a new capital model for impact investing on the massive scale required.



A Dead Sea Valley family home with their typical front 'lawn'



The all-important mulching underway at the JVPP site in the Dead Sea Valley
Photo: Permaculture Research Institute

⁽¹⁾"All our problems can be solved in a garden" Geoff Lawton, Permaculture Research Institute: 2010 WAF Winner, Greening the Desert in Jordan

June 23 -24: Scale Sustainable Solutions Now

These partnerships in progress will focus on:

- Success stories: investment capital making a transformational difference in scaling sustainable initiatives.
- Case studies: Permaculture Research Institute (WAF winner 2010) in partnership with EnSo, Growing Power (WAF Highly Commended 2014) and Seanet (WAF Highly Commended 2014), scaling successful food security initiatives across Africa via schools, starting in Kenya, Uganda, and Burkina Faso.
- Overcoming investment obstacles.



Seanet, WAF Highly Commended 2014



Permaculture Research Institute, Award Winner 2010

Participatory and explorative dialogs among impact investors, institutions, companies, country representatives and NGOs will focus on creating innovative business models and action plans.



The Hunger Project, WAF Highly Commended 2010



Growing Power, Milwaukee, Wisconsin, USA - WAF Highly Commended 2014



Before



After

Living Lands WAF Highly Commended 2014, Eastern Cape South Africa - Baviaanskloof



BEFORE (1995)

"Water has the promise of rain. That single drop can transform an arid desert into the most magnificent garden. That's the promise. That's the possibility."

Prem Rawat,
WAF Awards Patron
Founder The Prem Rawat Foundation
and Food For People



AFTER (2009)

Loess Plateau, China, restoration project (size of Holland)
Photos: John D. Liu, Commonland Foundation

AT THE HEART OF EXPO 2015

Engaging people around the world



Solutions to feed the planet: energy for life

The Humanitarian Water and Food Awards (WAF), in collaboration with Cloudburst, will provide a global platform to engage with EXPO 2015 and breakthrough pioneers in food security for all. For the first time, participants worldwide can collaborate in real time to create the EXPO legacy: a strategy for a peaceful, sustainable future. WAF and Cloudburst will:

- Produce, via global television and interactive media, a compelling program of awards, forums, concerts, and special events aimed at inspiring action on a planetary scale.
- Unite the best practices and good will of institutions, companies, and the public to build a shared knowledge base of proven, sustainable solutions *and how to scale them.*

WAF media and production partner, Cloudburst will stream the forum live via the web, cable TV and the UN network to 2000 + organisations. News services will receive highlights.



Official EXPO 2015 Milano Mascot by Disney Italia



4 tracks one destination

Engaging People For Our Planet

The Humanitarian Water and Food Award (WAF) empower communities worldwide through promoting breakthrough advances in water and food security.

At the 2015 World EXPO, WAF will showcase an array of successful initiatives, assist Award finalists to sponsor the interactive Water and Food Forum, and provide world class facilitators. An interactive platform will stream these events globally and continue after the Expo finishes.

Thanks to the EXPO and WAF's global reach, these pioneering initiatives can connect with partners, experts, and investors throughout the world: working together to scale their success on a global level creating win-win business and solve our biggest problems.



Growing Power Milwaukee, USA, WAF Award Highly Commended 2014

“From the plots of his Milwaukee urban farm to low-income communities across America, Will Allen has shown us a new type of heroism. As the champion of a new and promising movement, Allen is skilfully leading Americans to face one of our greatest domestic issues – our health.”

Bill Clinton

1. Growing Power: the green potential of “urban deserts”

In the spreading of “urban deserts” of developed economies, young people lack access to healthy food. In Milwaukee, USA, a study showed 81% of the children in such areas qualified for lunch subsidies; over 60,000 students were at risk for obesity.

Growing Power, spearheaded by Will Allen Farms, is “on a mission to revolutionize the food supply in the USA.” With support from Michelle Obama and other national figures, the Milwaukee Green Acre Project is already under way. According to Will Allen, largely aquaponic production provides protein and vegetables in an environmentally sustainable manner. Community engagement also validates their members’ personal and collective value in this process. On a regional scale, Will Allen Farms and Bell Aquaculture have partnered to provide yellow perch to restaurants and markets in the US Midwest.

This EXPO-WAF Forum can connect urban initiatives with analogous ventures across the planet, like the Incredible Edible in France and United Kingdom and Eco-school entrepreneurs in Kenya. The forum can also show them how to develop mutually productive relationships with business partners with connections beyond their local community such as WAF collaborators EnSo London and New York and Social Capital Foundation, France.

Will Allen, CEO and President of Growing Power was assisting US First Lady, Michelle Obama, in launching her campaign “Let’s Move”.

“The physical and emotional health of an entire generation and the economic health and security of our nation is at stake,” said First Lady Michelle Obama. *“This isn’t the kind of problem that can be solved overnight, but with everyone working together, it can be solved. So, let’s move.”*



Seanet, Kenya, WAF Award Highly Commended 2014

2. Eco-school Entrepreneurs: empowering children and communities

Inadequate food and unclean water undermine community development and resilience around the world.

Armed with laptops, 5000 Kenyan students at 11 schools have completed e-learning programmes in water harvesting, micro livestock raising, cottage food industries, group dynamics, and leadership skills. Results to date include 15 micro livestock facilities and 21 water tanks, holding 168,000 litres.



An 11,600 square foot area has become a greenhouse and demonstration plot to promote community self-sufficiency.

EnSo, an environmental and social impact start up, is establishing a chain of eco-schools to train children as change-makers in climate-smart agriculture, water security, solar energy, and entrepreneurship. This multi-pronged approach builds social cohesion, empowers the young generation, and mitigates climate change.

This EXPO-WAF forum will allow these young entrepreneurs to further scale on-the-ground technological, agricultural and commercial innovation in collaboration with Highly Commended 2014 Growing Power in US and Permaculture Research Institute (WAF Award winner 2010) as well as social impact investors: EnSo and Social Capital Foundation. Together they can work to scale their successes across the globe.

3. Greening dry lands: Resilience in the face of climate change

Five billion hectares suffer desertification from agricultural and pastoral degradation. One billion hectares of restored land can sustain the livelihoods of many people. It can also capture 11 billion tons of CO a year.



African Centre For Holistic Management, Victoria Falls, Zimbabwe, Africa (a Savory Institute Hub)

WAF Award winners show how natural processes can make this transformation happen! The Africa Centre for Holistic Management, Zimbabwe, has implemented grazing practices that mimic wild herbivores, renew the savannah, increase soil water and carbon retention and provide a sustainable livelihood for livestock owners.

Through rain harvesting, tree-based microclimates and other techniques, the Permaculture Research Institute regenerates deserts in Jordan and Yemen, some of the globe's most water-deficient countries, and Africa, South America, Asia and Australia.

This EXPO-WAF forum will connect WAF Award winners with international agricultural investors. The upside investment and business case potential is staggering: a billion hectares of dryland turned into sustainable production, billions of livelihoods sustained, and up to 30% of global greenhouse emissions sequestered.

4. Second Chance: Land for the Landless - empowering small-scale-farmers

Small farmers around the world are losing their lands at an accelerating rate. India and Brazil are among the worst hit. With the loss of their livelihood and nowhere else to go, they flock to city slums. Without traditional community supports, they become easy prey to crime and violence.



Small scale farmers (India)

Inspired by the success of the Food for People programs in India, Nepal, and Ghana, WAF Patron Prem Rawat suggests buying degraded land and lending it to dispossessed small farmers. WAF's partner, Momentum Trust are giving education in Kenya in land restoration and sustainable agriculture, hence farmers get a second chance to earn their own livelihood and recover their independence. Some now produce food they sell at market and will buy their land at a fair price. The vision is to replicate the model to other continents.

The next step is to integrate a specially adapted TPRF Peace Education Program. This component will assist farmers access personal resources that also strengthen their families and communities. The program has been recognized internationally for its success in very challenging situations around the globe.

This EXPO-WAF forum will combine the expertise of proven initiatives, like those mentioned in earlier sections, with companies and investors. The resulting synergy will lead to land regeneration, sustainable agriculture, stable livelihoods, and dynamic business opportunities.



Selling their produce at markets



Photo: U.S. General Services Administration



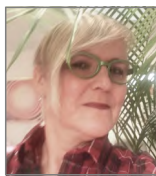
The Humanitarian Water and Food Award (WAF) promotes breakthrough initiatives in global water and food security. The WAF platform provides support on multiple levels. Initiatives receive financial support and global media coverage through the annual Award ceremony and celebrity sponsorship. WAF activities also forge strategic partnerships with expert mentors, impact investors, responsible businesses, and advocacy organizations.

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