



Tom Barrett
Mayor, City of Milwaukee

January 25, 2018

António Guterres
Secretary-General
United Nations
New York, NY 10017
USA

Dear Mr. Secretary-General:

I am pleased to confirm that the city of Milwaukee, Wisconsin continues to support the ten principles of the UN Global Compact with respect to human rights, labor, environment, and anti-corruption. Through Milwaukee's Water Centric City initiative, we wish to collaborate with local, national and international partners and advance the Global Compact principles. As a World Water Hub, Milwaukee is an Innovating City and we look forward to sharing our experiences and learning from others.

With this commitment, we express our intent to embody these principles within our sphere of influence, and will make a clear statement of this commitment to our stakeholders and the general public.

We also pledge to take part in the activities of the UN Global Compact where appropriate and feasible. We believe there will be opportunities to participate in Country/Local Networks; specialized initiatives and work streams; engagement in partnership projects, and reviewing and providing commentary to participating companies and cities on their initiatives.

Sincerely,

A handwritten signature in cursive script that reads "Tom Barrett".

Tom Barrett
Mayor

MILWAUKEE, WISCONSIN, U.S.A.

A WATER LEADER OF NORTH AMERICA

Founded on a platform of cross-sectoral collaboration between **government**, **civil society** and the private sector.



**WATER
CENTRIC
CITY**

**ecoCITY of
MILWAUKEE**

MILWAUKEE: A WATER CENTRIC CITY

Water resources are a critical asset for all cities, play an integral role in a city's development, and are an essential element for a sustainable and resilient city.

And Milwaukee is a city built on water. With three rivers and a Great Lake, water plays a key role in the city's history, identity, and economy. Through the development of our Water Centric City Initiative, and through close collaboration with businesses, academia, and civic organizations, the City of Milwaukee is leading globally in sustainable water management. We will continue to develop solutions to restore our water resources and grow our economy around water technology and recreation.

Milwaukee has worked to incorporate UN Global Compact sustainable development goals into the Water Centric City framework and advance the Global Compact Cities Programme mission of creating a platform of cross-sectoral collaboration between government, civil society and the private sector.

Milwaukee's Water Centric City Initiative provides a framework for cities to share best practices, indicators, metrics, and guidance for integrated water resource management, water supply and treatment, innovation and technology, water related industry, water education, culture and recreation, and water stewardship. This framework was developed through a collaborative effort between the City of Milwaukee and the University of Wisconsin-Milwaukee's School of Freshwater Science Water Policy graduate students.

Examples of Water Centric City framework action items developed for cities worldwide include:

- Signed commitments by the city's Mayor
- Information on water leadership on City's website
- Prioritized list of challenges
- Discussion of future goals
- Updating water codes and ordinances
- Investing in public water access
- Encouraging implementation of water reuse systems



THE SEVEN PRINCIPLES OF A WATER CENTRIC CITY



WATER
TECHNOLOGY



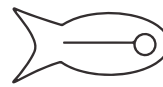
ARTS TALENT
CULTURE AND EDUCATION



GREEN
INFRASTRUCTURE



WATER
LEADERSHIP



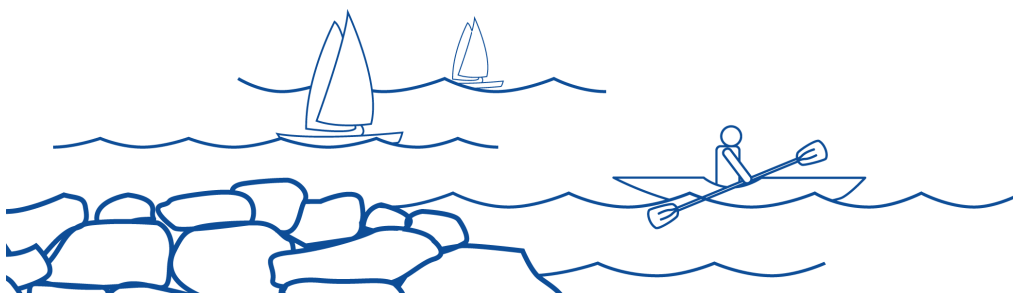
FISHABLE
SWIMMABLE WATER



APPLIED
WATER RESEARCH



SUSTAINABLE HEALTHY
WATER SUPPLY



WATER WEEK 2017

The City of Milwaukee's sustainability plan, ReFresh MKE, set goals for the City around water. One of these goals was establishing Milwaukee as a Water Centric City.

In an effort to launch our Water Centric City initiative, the City of Milwaukee, along with partnering water organizations, held Water Week 2017 to recognize all the public, private, and non-profit efforts in the City that are helping to make Milwaukee a Water Centric City.

Activities included an open house at the University of Wisconsin-Milwaukee's School of Freshwater Sciences, a lunch & learn on green infrastructure, a City Built on Water bus tour with Milwaukee historian John Gurda, a hike along the Milwaukee River with local scientists and a happy hour at one of Milwaukee's newest breweries with Milwaukee Mayor Tom Barrett.



TAKE ME TO THE RIVER

The City of Milwaukee and the NGO, Harbor District Inc., launched the “Take me to the River” project to create new community connections – both programmatic and physical – to Milwaukee’s Harbor District waterfront which is currently being redeveloped. The goal of the project was to create a public plaza near the confluence of Milwaukee’s three rivers. A design charrette was held and the public was asked to vote on the design they liked best. The winning design will be constructed in 2018.

In addition to planned park construction, this project has built a variety of other community connections:

- Held an ice cream social that brought together about 50 community members who provided feedback about desired open space on the waterfront.
- Held a design competition that leveraged the expertise and creativity of 24 professionals and provided five design concepts for the community to choose from. Over 1,300 people participated in the on-line voting.
- Provided 21 hours of in-school programming plus field trips and boat tours, reaching 70 students at nearby predominantly low income and minority schools. Students learned basic concepts of urban planning and got a chance to plan their own waterfront.
- Vetted design concept and contracted with the winning design team to proceed with planning for the “Slosh Park”, for construction in 2018.



The Slosh Park concept, created by local architects, will be constructed along the waterfront in Milwaukee’s Harbor District. The name for Slosh Park comes from Lake Michigan’s seiche events where wind, atmospheric pressure, and/or the natural sloshing of Lake Michigan pushes water up into river systems and can change water levels substantially in a relatively short amount of time. This sloshing action will be reflected in Slosh Park via the Seiche Garden water feature that includes water flowing over and through a series of stone and wood blocks. Slosh Park will also include a canoe/kayak launch, a seating area, an art wall, and a play structure and lookout tower constructed from shipping containers.



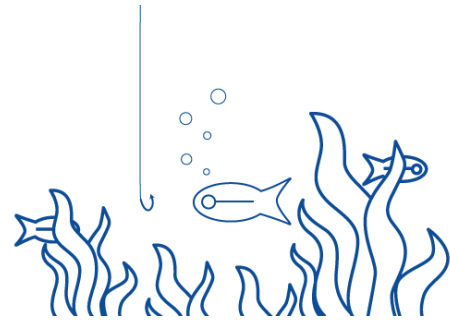
When constructed, Slosh Park will provide a space for families and children to recreate outdoors and experience the waterfront, a place for neighborhood workers to relax at lunch, and a destination for canoers and kayakers. Slosh Park is the first major investment in what will eventually be a continuous network of riverwalk and waterfront parks spanning much of the western shore of the Harbor District.



WATER EDUCATION

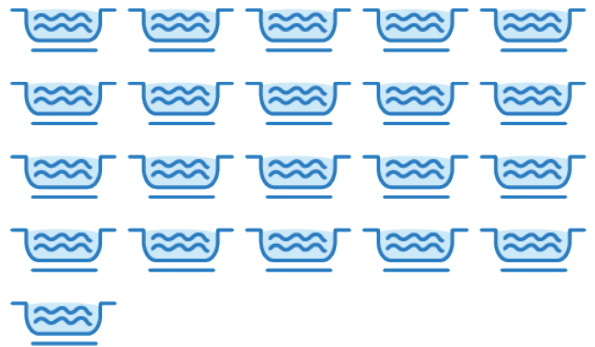
The City of Milwaukee and a number of local NGOs are working to educate the public about the importance of healthy drinking water, stormwater management, water technology, and fishable, swimmable lakes and rivers.

As a Water Centric City, we feel it's important to share Milwaukee's successes and challenges with other cities and to reach out to citizens of Milwaukee.



DID YOU KNOW?

ECO's green infrastructure keeps **14 million gallons** of rainwater out of Lake Michigan annually equivalent to **21 olympic sized swimming pools**.



The University of Wisconsin-Milwaukee's School of Freshwater Sciences is the largest academic research institution for the Great Lakes and houses the only year-round research vessel.



THE WATER COUNCIL

Headquartered in the Global Water Center in Milwaukee, Wisconsin, next to the world's largest freshwater system, The Water Council (TWC) is a non-profit organization that drives economic, technology and talent development to support the global water industry.

As the leading U.S. cluster, and one of the most powerful water technology hubs in the world, the organization convenes global water leaders and supports more than 180 members from small and mid-sized businesses and large global corporations to engineers, entrepreneurs, utilities, government agencies, academia and non-profits, with valuable services, programming and networking opportunities.



ALLIANCE FOR WATER STEWARDSHIP IN NORTH AMERICA

The Alliance for Water Stewardship is an international multi-stakeholder organization dedicated to enhancing water stewardship. With The Water Council as the official North American regional partner, AWS connects leading organizations in North America with each other and their counterparts from around the globe who are committed to advancing the responsible use of freshwater. As a result, AWS North America works collaboratively to develop North American water users and managers into world-class water stewards who protect and enhance freshwater resources for people and nature.

At the heart of the AWS program is the stakeholder-endorsed AWS Standard. The AWS Standard is the world's only comprehensive water use standard that can be used by industrial, agricultural and commercial sites. The six-step process acts as a strategic framework to help water users identify and mitigate water-related risks both inside and outside their facilities. This Standard is internationally recognized with claims verified by third-party conformity assessment bodies and is being implemented world-wide including hundreds of sites in North America.



BREW ACCELERATOR & BREW CORPORATE

World's leading seed accelerator focused on innovation-driven startups solving global water challenges.

Launched in 2013 by The Water Council, the BREW (Business, Research, & Entrepreneurship in Wisconsin) Accelerator unleashes water innovation by funding water technology startups from around the world with commercialization potential. This accelerator pairs a unique water-focused startup community with skilled resources of Milwaukee's world water hub to help entrepreneurs accelerate results, inspire action to create further opportunity, and disrupt the status quo.

BREW Corporate Accelerator, an expansion of the BREW, partners with global corporations, including Veolia and A. O. Smith Corporation, looking for new technologies to solve a specific challenge. By combining funding with access to executive-level mentors, corporate R&D, and intensive business training, BREW Corporate accelerates the development of high-caliber startups. Startups compete in a challenge revolving around specific areas of interest identified by each corporation and those who show the highest likelihood of solving the challenge are selected for the program.

SUCCESSES SINCE 2013:

- 34 startups trained
- 90% in business
- 12 startups launched (meaning they have a proven product or service that's for sale)
- \$8.3M in capital raised
- \$13.7M in additional funding raised (grants, equity, etc.)
- 90 full-time positions created
- 100+ pilots
- 18 issued and 22 pending patents
- Support network of 11 preferred partners
- 3 rounds of BREW Corporate with partners A. O. Smith and Veolia

WATER LEADERS SUMMIT

Annual convening in Milwaukee of local, national and global thought leaders and practitioners shaping the future of water innovation.

The Water Leaders Summit is a collision point for water experts, influencers and practitioners looking for new technology, talent, business development opportunities and inspiration. Engaging, curated conversations with global leaders with deep experience are the focal point, and distinguish the Summit as a key water industry event. Since 2007, the Summit creates a channel for water leaders from around the world to stimulate a creative exchange of ideas, discuss vital current global water issues and advance

innovative solutions shaping the future of water technology. Past speakers include visionaries from Ford Motors, DOW Chemical, Ecolab, United Nations, NASA, UC Berkeley, San Diego County Water Authority, U.S. Environmental Protection Agency, U.S. Small Business Administration, Walmart, IBM, MillerCoors, DC Water, International Water Association, Las Vegas Valley Water District, JPMorgan Chase, Vienna University of Technology, CH2M Hill, Veolia, Portuguese Water & Waste Services Authority and Encourage Capital.



MILWAUKEE WATER PARTNERS

The **City of Milwaukee's Environmental Collaboration Office**, or ECO, strives to make Milwaukee a world class eco-city. ECO develops practical solutions that improve people's lives and the economy while working to protect and restore the natural ecosystems that support our long-term prosperity. We collaborate with the community, develop global partnerships, offer award-winning programs, and implement the City's Refresh Milwaukee sustainability plan.

ECO along with the City's **Department of City Development**, **Department of Public Works**, and **Water Works** are all leaders in implementing new water solutions at the municipal level.

Founded on a century of discovering inventive solutions for water issues, **The Water Council** was established as a nonprofit organization in 2009 by Milwaukee area businesses, education and government leaders to align the regional freshwater research community with water-related industries.

The **University of Wisconsin Milwaukee's School of Freshwater Sciences** is the only graduate school of freshwater science in the U.S. and the third in the world. Its mission is to advance fundamental and strategic science and train the next generation of freshwater professionals to inform policy, improve management, and promote the health and sustainability of freshwater systems worldwide.

Milwaukee Metropolitan Sewerage District is a regional government agency that provides water reclamation and flood management services for about 1.1 million people in 28 communities in the Greater Milwaukee Area. Its main job is to help protect Lake Michigan. MMSD serves 411 square miles that cover all, or segments of, six watersheds. MMSD has been a national leader in promoting green infrastructure strategies.

The **Southeastern Wisconsin Watersheds Trust, Inc. (Sweet Water)** is a 501(c)(3) organization committed to restoring the Greater Milwaukee watersheds to conditions that are healthy for swimming and fishing. They bring diverse partners together and provide the leadership and innovation necessary to protect and restore our shared water resources.

The long-term goal of **Harbor District, Inc.** is to achieve a world-class revitalization of Milwaukee's harbor that sets the standard for how waterfronts work—environmentally, economically, and socially—for the next century. Harbor District Inc is the organization that is making this vision a reality.

Marquette University supports water related research and policy. Marquette University's Law School has a Water Law and Policy Initiative that seeks to assess the legal and regulatory aspects of water policy, to pursue opportunities for information exchange and collaboration within and outside the University, and to provide the means for the public to become better informed on legal and policy aspects of critical water-related issues. Marquette also has a Water Quality Center that works in environmental engineering and water resources engineering.

Milwaukee Water Commons is a cross-city network that fosters connection, collaboration and broad community leadership on behalf of our waters and promotes stewardship of, equitable access to and shared decision-making for our common waters. Milwaukee Water Commons cultivates neighborhood water leadership throughout the city and helps to cement the value of water stewardship in all our participants. Water education, art making and leadership development all play an important role in connecting water to everyday concerns.



WATER CENTRIC CITY DATA

300

Attendees at The Water Council Leaders Summit

350

People Participated in MKE Water Week



12+

WCC Partners



1 Rainwater Harvesting Guidebook Created

5

WCC Graduate Interns



7 WCC Principles Created

4

International City Partnerships

WaterCentricCity.org

