

Promote the transformation of water governance mode by  
promoting the realization of the value of water ecological products

WU Nongdi  
DRC-MWR, PRC  
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- **Why WEP?**
- **What are the key issues?**
- **How to promote?**
- **What to expect?**

# • Why WEP?

old  
problem

— water related  
disaster



new  
problems

water shortage



water ecological  
damage



water environment  
pollution



➤ **adjusting  
human  
behavior**

➤ **correcting  
human  
wrongdoing**

# • Why WEP?

## water governance philosophy in new era

- 节水优先：prioritizing water conservation
- 空间均衡：balancing spatial distribution
- 系统治理：taking systematic approaches
- 两手发力：giving full play to the roles of both government and market

- Why WEP?





- **Why WEP?**

- **A**lleviate the contradiction between economic growth and water shortage to promote green and sustainable development;
- **M**eet the government's policy requirements on establishing and accelerating the valuation mechanism of ecological products;
- **E**xplore the accounting methods, analyze and refine the path of WEP valuation, and provide support for policy innovation and system innovation for relevant authorities;
- **P**romote the reform of water governance system.

# • Why WEP?

## WEP VS WES

- To meet with **Chinese condition**
- More **intuitively** understand the services and functional values obtained from ecosystem
- More **conductive** to implementation in specific items



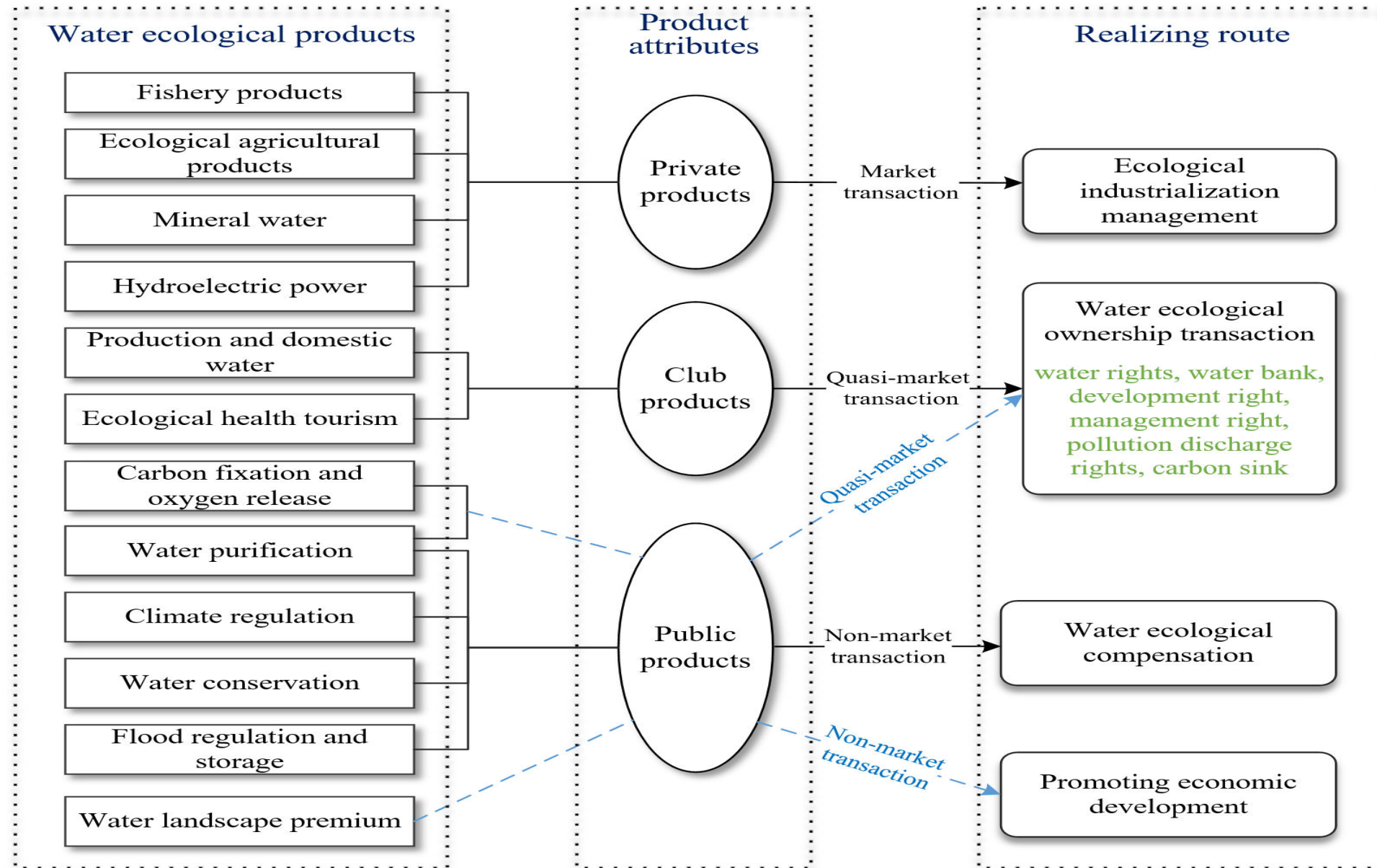


- **What are the key issues?**

- **W**hat conditions should water ecological products meet?
- **H**ow to classify water ecological products?
- **W**hat are the accounting methods for different categories of water ecological products?
- **W**hat are the constraints on the valuation of water ecological products and what are the countermeasures?



# • How to promote?



- How to promote?

$$VE_{ct} = \alpha_1 + \beta_1 WSGZ_{ct} + \delta_c + \lambda_t + \gamma_1 X_{ct} + \varepsilon_{1,ct}$$

*VE-value of WEP*

*WSGZ- five waters' governance policy*

*$\delta_c$ -county*

*$\lambda_t$ -Annual fixed benefits*

*$\varepsilon$ -Random Error term*

*X-control variable which can affect the effect of WSGZ on VE vary over county and time , including water resource endowment and county level economic development level*

*Ct-the t-th year of County c (c=1,..., 90; t=2010,..., 2020)*

- **How to promote?**

## **Derived value of water**

**Show the public how the improvement of water ecological environment can bring benefits to them**

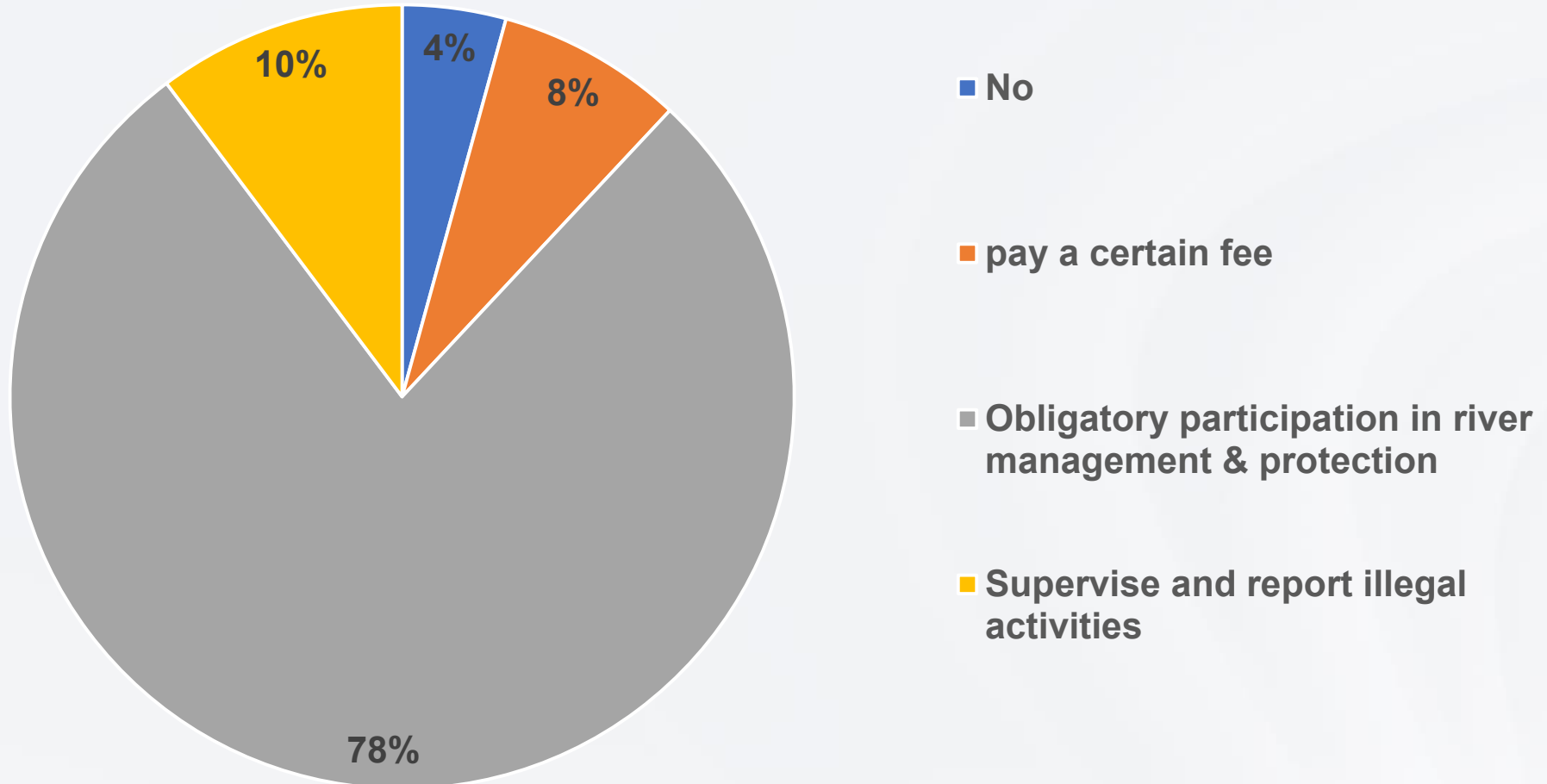
**recognize the value of WEP**

**Participate in supervision and management**



# • How to promote?

## public's willingness to pay for river management & protection (sample survey in Pujiang)



# • What to expect?

Transformation of  
public awareness  
and behavior



Transformation of  
governance models



**Water** is almost everything, everything is nothing without water.

**Water** governance requires a balancing between many different interests.

**Sustainable** water use asks for interdisciplinary approach, and trans-sectoral collaboration.



state

market



public

# Thanks !

