

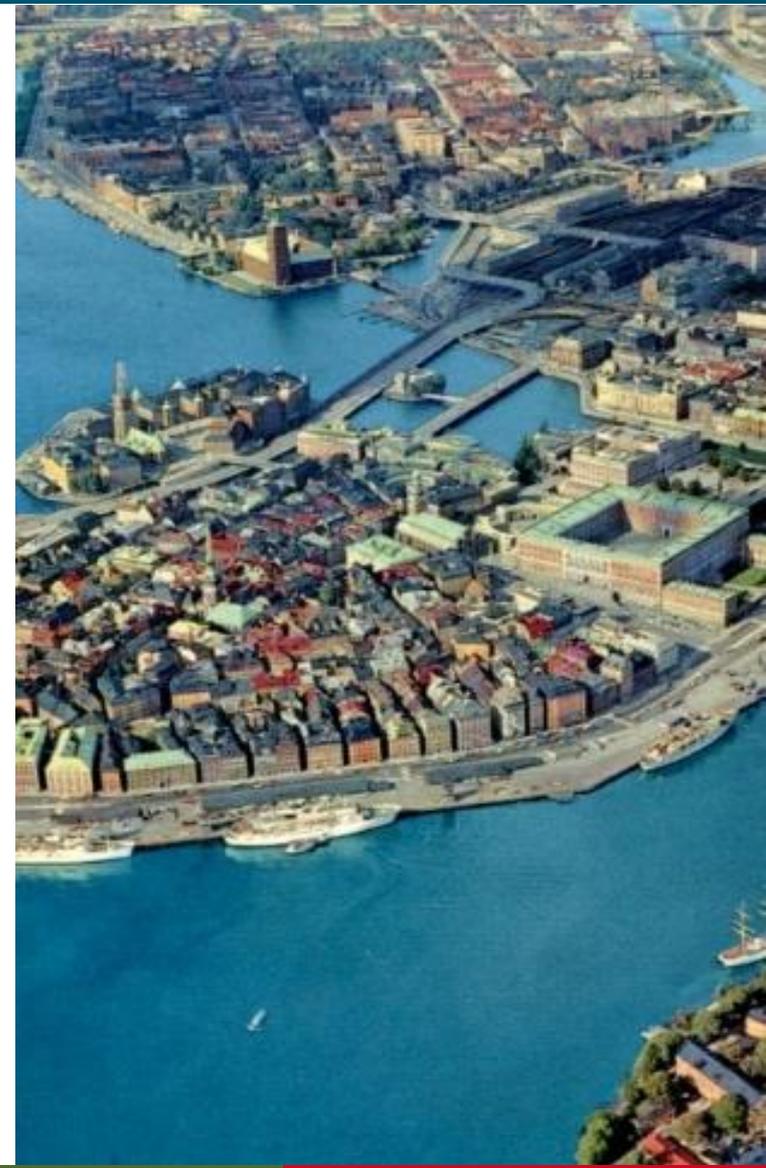


The CEO **Water** Mandate

# Multi-Stakeholder Working Conference

Corporate Water Stewardship  
in Support of the 2030 Agenda  
for Sustainable Development

**August 28 & 30, 2016**  
**Stockholm, Sweden**



**United Nations**  
Global Compact



# Agenda

## **Collective Action and Innovations that Advance Policy Priorities**

*Sunday, August 28, 2016*

- The Business Alliance for Water and Climate (BAFWAC): Bringing corporate innovation to the water-climate nexus
- WASH4Work: Mobilizing business action to tackle WASH challenges in operations, supply chains, and communities

## **Measuring Contributions from the Business Community**

*Tuesday, August 30, 2016*

- Trailblazing in uncharted territory: New frontiers in corporate water policy engagement and collective action
- Setting meaningful context-based corporate water targets: Will local roads lead us to our global sustainable water destination by 2030?
- Industry sector efforts to harmonize water measurement and disclosure
- RELX Group Environmental Challenge Prize for Water and Sanitation



# Key Insights

1. The Sustainable Development Goals (SDGs) present a global policy framework to which companies can align their water stewardship goals and strategies and engage with local governments, communities, and civil society.
2. While the SDGs provide a good framework, companies need more granular metrics for target-setting which take into account the local context.
3. Place-based collective action can help the water and climate communities achieve their common goal of building climate resilience.
4. The SDGs provide an opportunity and framework for companies to engage on water access, sanitation and hygiene (WASH). There is a strong business case for engaging on these issues.
5. Leading companies in water stewardship recognize the need to engage with external stakeholders, but now face the challenge of measuring the impact collective action has on mitigating risk at the basin level.



# Collective Action Innovations that Advance Policy Priorities

## Presenters & Participants

- Lila Karabassi (CEO Water Mandate; UN Global Compact)
- Robert Greenwood (Ross Strategic) **meeting facilitator**
- Jason Morrison (CEO Water Mandate; Pacific Institute)
- Véronique Massenet (French Ministry of Environment, Energy, and the Sea)
- Cate Lamb (CDP)
- Harsh Vivek (International Finance Corporation)
- Tatiana Fedotova (World Business Council for Sustainable Development)
- Christina von Westernhagen (Dow Chemical Company)
- Joannie Leclerc (Suez)
- Zineb Benjelloun (OCP)
- Cindy Kushner (UNICEF; WASH4Work)
- Mai-Lan Ha (CEO Water Mandate; Pacific Institute)
- Neil Jeffery (Water and Sanitation for the Urban Poor)
- Hannah Greig (Water Aid)
- Jonathan Gill (Unilever)



# The Business Alliance for Water and Climate (BAFWAC): Key Messages

- Water action is climate action. Leading companies recognize the need to integrate water into climate and energy policy, planning, and action and are demonstrating innovative strategies for doing so.
- [BAFWAC](#) is small but influential group of stakeholders elevating this issue of water in the climate space. Water security will either enhance or derail climate action; there is much to win and nothing to lose.
- BAFWAC is a strong signal that the business community recognizes the linkages between water and climate and can lead the charge for collaboration with governments to address shared risks and achieve the SDGs.
- Sound and effective water governance is essential for effective, sustainable climate action.
- Water security can be transformed from a limiting factor into an opportunity.



# BAFWAC: Background

- Launched on Resilience Day at COP 21 **as part of the Lima-Paris Action Agenda**, BAFWAC is now supported by 35 companies who have committed to:
  - Analyze & report water risks and implement collaborative response strategies;
  - Measure water footprint with existing standards;
  - Reduce impacts on water in direct operations and the value chain.
- BAFWAC has ambitions to grow in size, support innovation, and peer learning through best practice sharing at the water-climate nexus.
- We Mean Business has adopted the BAFWAC commitments to support its corporate engagement work on climate resilience.



# BAFWAC: Context

- The Lima-Paris Action Agenda aims to strengthen climate action in the lead up to COP21 and beyond, for both state and non-state actors.
- Various initiatives, including BAFWAC, have been launched to galvanize climate action in the private sector.
- Water is a new, but key issue at COP.
- 93% of countries working on adaptation have identified water as a priority issue.



# BAFWAC: Examples of practice at the water-climate nexus

- **Fostering climate resilience in agricultural supply chains**

In partnership with a global financial institution, a company changed farmer behavior by promoting locally appropriate agricultural practices. In doing so, it:

- Reduced the demand for water,
- Increased income for farmers, and
- Strengthened water security.

- **Investing in natural infrastructure to build resilience to climate change**

A company utilized the Natural Infrastructure for Business Platform to develop a business case for investing in natural infrastructure. Ultimately, this reduced exposure to climate risks and contributed to the SDGs.

- **Resilience & the circular economy of water – closing the loop through reuse**

Two companies are reusing wastewater to address water shortages due to climate change. They have reduced energy used for water treatment while contributing to public policy objectives.



# WASH4Work: Key Messages

- The private sector has a business opportunity and responsibility to respect the human rights to water and sanitation. As with every sector, private water management impacts citizens' human rights.
- The SDGs provide an opportunity to engage the private sector as a fundamental contributing partner to the 2030 sustainable development agenda.
- There is huge potential to engage business around their own operations to harness resources (financial and otherwise) to contribute to the SDGs.
- The partners of [WASH4Work](#) have come together to mobilize business action to improve WASH in the workplace, in workers' communities, and across supply chains.
- WASH4Work partners will coordinate, collaborate, align and amplify efforts to:
  - Encourage and support business action on WASH, to benefit communities and businesses
  - Support governments, the public, and civil society to enable that business action
- The WASH4Work partners presented a [business case](#) for investing in WASH.



# WASH4Work: Background & Key Elements

- WASH4Work partners have come together to mobilize business action to improve WASH in the workplace, in the communities where workers live, and across supply chains.
- There are 10 founding organizations: <http://www.wateractionhub.org/wash4work>

WASH4Work project elements			
Evidence gathering and solution creation	Global Advocacy	National Advocacy	Enable and monitor business action
<ul style="list-style-type: none"><li>• Increase collaborative research/learning</li><li>• Produce solution toolkits and resources</li><li>• Strengthen standards and policy guidance</li></ul>	<ul style="list-style-type: none"><li>• Use common messaging and materials</li><li>• Increase understanding and action through high-level and technical level events</li></ul>		<ul style="list-style-type: none"><li>• Raise awareness of existing commitment platforms</li><li>• Highlight business achievements</li><li>• Enable inclusive dialogue among business, government, civil society, and the public</li></ul>

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# WASH4Work: General Workplan

- Phase 1 of the work will look to develop clear business asks and supporting tools and guidance. These resources will lay out the business case for action.
- The WASH4Work partners will then engage with business pioneers to implement the framework and document lessons learned and results that can be shared widely.
- In the coming years, partners will look to understand the enabling environment that promote business action. They will also advocate for greater government and business action on WASH.



# WASH4Work: Resources

- The [WASH4Work](#) partners presented two documents, one on the [business case](#) for investing in WASH that highlighted:
  - WASH & connection to the SDGs
  - WASH & the bottom line
  - Increased productivity
  - Reduced operational costs
  - Addressed & mitigated risks
  - Increased growth opportunities
- The second document was the [Framework for Business Action on WASH](#) which lays out key areas where businesses can engage.
- Feedback on both documents highlighted the need for simplicity, adaptability, and concrete data that supports business action.
- The ILO - a key partner of WASH4Work - will publish several modules on WASH in the workplace to be launched on World Toilet Day.



# Collective Action Innovations that Advance Policy Priorities

## Presenters & Participants

- Lila Karabassi (CEO Water Mandate; UN Global Compact)
- Robert Greenwood (Ross Strategic) **meeting facilitator**
- Jason Morrison (CEO Water Mandate; Pacific Institute)
- Ron Bohleijer (Heineken)
- Christian Susan (UNIDO)
- Dr. Hubert Fleming (Anglo American)
- Heather Rippman (CEO Water Mandate; Pacific Institute)
- Sonja Berdau (GIZ)
- Dr. Callist Tindimugaya (Ministry of Water and Environment, Uganda)
- James Dalton (International Union for Conservation of Nature)
- Peter Newborne (Overseas Development Institute)
- Alex McNamara (National Business Initiative)
- Kirsten James (Ceres)
- Nicole Kranz (GIZ)
- James Dalton (IUCN)
- Mai-Lan Ha, Advisor (CEO Water Mandate; Pacific Institute)



# Collective Action Innovations that Advance Policy Priorities

## Presenters & Participants

- Peter Koefoed Bjornsen, Director, UNEP-DHI Centre for Water and Environment
- Alexis Morgan, Water Stewardship Specialist, WWF International
- Paul Reig, Senior Associate, Corporate Water Stewardship, World Resources Institute
- Greg Koch, Senior Director, Global Water Stewardship, The Coca Cola Company
- Ian Knight, Global Site Sustainability Manager, MARS Incorporated
- Ezgi Barcenas, Global Director, Corporate Sustainability, Anheuser-Busch InBev
- Inge Hubrechts, Vice President Responsible Business, Carlson Rezidor Hotel Group
- Fran Hughes, Director, International Tourism Partnership
- Ross Hamilton, Director, International Council on Mining and Metals
- Cate Lamb, Global Head of Water, CDP
- Christian Severin, Senior Environmental Specialist, Global Environment Facility
- Bill Dennison, Vice President for Science Application, University of Maryland
- Christian Frutiger, Vice President, Global Head of Public Affairs, Nestlé, S.A.
- Dr. Márcia Balisciano, Corporate Responsibility Director, RELX Group



# New frontiers in corporate water policy engagement and collective action (1)

- Leading companies in water stewardship recognize the need to engage with external stakeholders, but struggle to measure the impact of collective action on water-related business risk.
- The SDGs provide a global policy framework to provide direction for companies, but are too broad to serve as a measurement system for companies.
- A beverage company worked with UNIDO to broker collective action to support water balancing. UNIDO brokered a shared understanding and vision amongst stakeholders and mobilized resources.
- Mining companies can address risks by developing a water management plan at the site level which include comprehensive risk management, stakeholder engagement, and data transparency.
- In California, a group of companies have joined forces to address water security. Dubbed the [California Water Action Collaborative](#), the platform seeks to foster social capital among diverse stakeholders, using the California Water Action Plan as a guide. The group aims to link project metrics with corporate targets, state policy objectives, and the SDGs.



# New frontiers in corporate water policy engagement and collective action (2)

- In Uganda, a successful partnership has emerged between GIZ, companies, and the Ugandan government utilizing the Water Risk and Action Framework. It takes a tailored approach to addressing water security at the basin level through:
  - Engaging Catchment Management Organizations,
  - Restoring wetlands, and
  - Improving livelihoods for local stakeholders.

The partners hope to engage more corporate partners, expand to additional geographies, and integrate stewardship principles into national policy.

- A forthcoming study taking stock of corporate water management practices analyzed the opportunities and limitations posed by various stakeholders. It recommends playing to each sector's strengths by finding roles that fit. The study compares three stewardship standards and finds that all three suggests internally-focused practices before working with others.



# Setting meaningful context-based corporate water targets

- Indicators underpinning SDG6 targets, currently under development by various UN agencies, need to be able to track progress toward achievement of the goal. These indicators should inform country-level and regional monitoring.
- The water community should look at interlinkages between targets.
- To “ensure access and sustainable management and sanitation for all”, it is necessary to adopt an integrated approach to water management, including analysis of different development paths. This can only be achieved by also integrating hydrological, environmental, social and economic data which can be disaggregated to reveal gaps.
- While companies are increasingly working on water, there is a disconnect between effort and outcome. To address material risks, companies need to tie their water management activities to local context.
- A [discussion paper](#) makes the case for meaningful, context-based corporate water targets that are science driven and in alignment with the public sector. It advocates for the development of a common methodology that will assist businesses in setting targets.



# Setting meaningful context-based corporate water targets

Companies shared their experience with and perspectives on context-based target setting and impact metrics in relation to the SDGs. Major highlights included:

- There are misconceptions about how companies set and communicate goals. Companies set targets around risk mitigation, scale, direct operations, communities and watersheds, and agricultural ingredients. Most goals are global, not based on site-level context. These goals can still be science-based and tied to growth and public policy priorities.
- Companies at the beginning of their water stewardship journey may choose to start by getting their own house in order with site-based efficiency targets before moving beyond factory fence-lines.
- The SDGs can provide a common framework for target setting, keeping in mind that the ultimate goal is to influence water governance.
- Companies can learn from theoretical frameworks around target setting, but theory can also draw upon demonstrated best practices in the field.



# Industry sector efforts to harmonize water measurement and disclosure

- The International Tourism Partnership launched the [Hotel Water Measurement Initiative](#), a methodology and tool to calculate the amount of water used in a hotel per occupied room and per area of meeting space per hour.
- With the support of 18 global hotel companies, HWMI is the first standardized water measurement system for hotels and will facilitate consistent benchmarking across the sector.
- The International Council for Mining and Minerals is also launching an industry standard to harmonize water measurement and disclosure. ICMM's Water Stewardship Framework will encourage mining companies to measure and report comparable data and develops water performance metrics tailored to the industry.
- The RLEX Group presented two awards honoring young entrepreneurs working in the field of water and sanitation.





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# Thank You!

For meeting materials, please visit

<http://ceowatermandate.org/what-we-do/events/>

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