



The CEO Water Mandate

The Road Ahead: Innovative Tools and Collaborations to Further Supply Chain Action

Jason Morrison
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Why the Water Action Hub?

- The complexity of engaging stakeholders on local water issues make water risk management a challenging task for individual organizations
- It is generally accepted that companies need to collaborate with each other, NGOs, development agencies, and governments to effectively address many water risks
- Larger alliances with pooled resources and focused efforts in shared “hotspot” watersheds would be more effective than ad hoc approach to collective action.
- Provides water stakeholders insight into on-going water initiatives and contacts in various regions, resulting in increased potential for synergy and collective action
- Identify and engage with potential partners and initiatives in regions of key mutual strategic interest

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Sustainable Agriculture Action Area



SUSTAINABLE AGRICULTURE

OVERVIEW

Adapting irrigation methods and technologies to improve efficiency, evaluating crop choices based on climate and water availability, or instituting techniques or technologies to limit or improve water quality runoff.

High water withdrawals may be required for crop irrigation, diverting water from the ecosystem and other users. Agricultural run-off may be a significant source of pollution for nearby water resources that affect those downstream or within the same groundwater basin. On-farm practices that increase water efficiency and improve run-off and wastewater management can contribute to improved water quality and, in some cases, conserve water that may be available for additional uses.

REGIONS WITH PROJECTS LINKED TO THIS ACTION AREA

Primary Regions appear in *Blue*.

[Amazon](#)
[Colorado](#)
[Ganges](#)
[La Plata](#)
[Lake Victoria](#)
[Limpopo](#)
[Mekong](#)
[Orange-Senqu](#)
[Puerto Rico](#)
[Thames](#)
[Wami Ruvu](#)
[Yangtze](#)
[Yellow](#)

ORGANIZATIONS INTERESTED IN THIS ACTION AREA

[Advit Foundation](#)
[Aequator Groen & Ruimte](#)
[Alliance for Water Stewardship](#)
[ÁLON Pte Ltd](#)
[Amesbury for Africa](#)
[Anheuser-Busch InBev](#)
[Aqua for All - 3R \(Recharge - Retention - Reuse\)](#)
[Arkarbor](#)
[Asociación del Riego Sostenible - The Sustainable Irrigation Association](#)
[Aviv Tanzania Limited](#)
[Banco do Brasil](#)
[Bloem Water](#)
[BSR](#)
[Centre for Advanced Research & Development,](#)

PROJECTS FOCUSING ON THIS ACTION AREA

Projects in Primary Regions appear in *Blue*.

[4-In-1, Water Supply, Efficiency, protection and sustainability](#)
[Agua Brasil Program - Banco do Brasil](#)
[Agua por la vida y la sostenibilidad](#)
[Agua Somos](#)
[Bogota Water Fund](#)
[California Farm Water Success Stories](#)
[Center for Environmental Leadership in Business](#)
[Challenge programme IWM: "Water and Food" \(MAEE/IRD/Limpopo\)](#)
[Colne Valley Regional Park](#)
[Community Led Integrated Water Management & Livelihoods Resilience](#)
[Cyan Project](#)
[Fair Water Futures](#)



Sustainable Agriculture Action Area

SABMILLER INDIA PARTNERSHIP PROJECT

PROJECT OVERVIEW

SABMiller India has started several programmes to reduce ground water consumption in the region by 25% on an average over the last two years.

The pilot project builds a strong case for participatory water resources management in partnership with agricultural communities and other industries in the watershed. The pilot scheme experiments with water conservation, water harvesting and water recharge techniques and assess the best possible options in line with the local geology and hydrology.

Participatory crop demonstration trials with focus on Integrated Nutrient Management and enhancement of irrigation efficiency have also been encouraging in terms of cost benefit ratio of additional incomes to additional investments. At present more than 200 farmers are participating in these trials.

The impact on local deep groundwater levels has also been ascertained and recorded with a net rise of approximately 56 feet (as in July 2010) around the three groundwater recharge structures that have been constructed in the ridge area on government land. Two more built in farmer's fields have helped them harvest mustard without irrigation. Investigations are being conducted using a combination of scientific and participatory techniques to evaluate the potential to bridge the gap between water availability and demand. The techniques include satellite data, remote sensing and GPS technologies. The participatory techniques include validation of satellite data and assessment of land and water use practices through interviews with farmers. This data forms the evidence base of our engagement with the external stakeholders.

A grid of 100 observation farms involved in crop demonstration trails has been established to monitor ground water conditions in the area and assess usage patterns. Local industry association, Neemrana Industries Association is providing a platform for dialogue with local industries and may eventually represent industries in multi stakeholder dialogues and institutions.

Out of about 26 Gram Panchyats (village level self-governing institutions), at least about 10 have indicated a clear interest in the programme and self-reliant strategies for development.

The on-going pilot ground water management programme in Neemrana consists of:

PROJECT PARTNERS

- [SABMiller Plc](#)
- [Advanced Centre for Water Resource Development and Management](#)
- [Confederation of Indian Industry](#)
- [Gridline Consultancy](#)
- [Humana People to People](#)

APPROXIMATE PROJECT LOCATION



Sustainable Agriculture Portal Objectives

- More effective communication, coordinated action, and collaboration relating to this issue area
- Increase collective action across industry sectors and with suppliers, governments, civil society
- Upscale existing partnerships
- Address one or more key water challenges in important agricultural regions



Sustainable Agriculture Action Areas

- **Pesticide and Fertilizer Management:** Agricultural runoff of pesticides and fertilizers
- **Operational Efficiency:** Minimizing water diverted to irrigate crops, Conservation Agriculture
- **Agricultural Sustainability Metrics, Measurement and Evaluation:** Synchronization of reporting practices
- **Ground Water:** Overdraft, salinization of aquifers and land subsidence
- **Soil Erosion and Health:** Sedimentation of freshwater and marine environments.
- **Dairy and Livestock:** Pollution from runoff, quantity of water consumed.



Existing Action Areas of Relevance for the Sustainable Agriculture Portal

- Climate Change Adaptation and Resilience
- Public Awareness and Education
- Ecosystem / Sourcewater Protection / Restoration
- Monitoring and Knowledge Sharing



Geographic Priorities

- **Guanajuato Province, Mexico**
- **United States: Mississippi River Basin, San Joaquin Valley**
- India: Maharashtra, Andhra Pradesh
- **Guadalquivir Basin, Spain**
- Germany
- **Uganda**
- **Colombia**
- China
- Brazil
- Peru
- Australia
- Vietnam



Outreach and Potential Partnerships

Phase 1

Sustainable Agriculture
Initiative / Sustainable
Food Lab

US Environmental
Protection Agency

Better Cotton Initiative

European Water
Partnership

UN PRI

Phase 2

NGO partners:
Solidaridad, WWF, others

Sustainability Consortium

Standards systems:
Bonsucro, AWS, Fair Trade



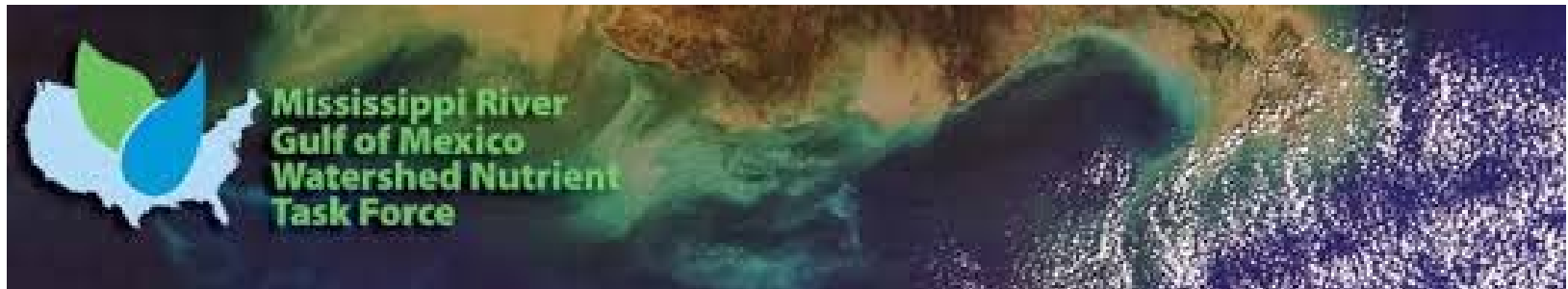
Collaboration with Sustainable Agriculture Initiative/Sustainable Food Lab

- Design of the Sustainable Agriculture Portal to address needs of members/endorsers of all three organizations
- Identify priority regions and/or commodities
- Capturing SAI/SFL projects in the Sustainable Agriculture Portal
- Joint outreach and on-the-ground coordination efforts



Collaboration with US EPA

- Support water stewardship collective action in relation to Mississippi River and Gulf of Mexico Watershed Nutrient Task Force (Hypoxia Task Force)
- Utilizing the Hub as a “private sector engagement vehicle”
- Outreach and collaboration facilitation



Plans Going Forward

