



Stockholm World Water Week Seminar

Improving the Impacts and Effectiveness of Corporate Water Stewardship Initiatives

World Water Week 2014, Stockholm
Provisional Meeting Agenda

Summary

The seminar focuses how to ensure integrity, transparency and genuine water risk mitigation in corporate water stewardship initiatives (WSI) and stakeholder engagement. In order to do so, it will draw on expert opinions, WSI practitioner experiences, and consult the audience on a framework and tools currently under development.

The event has several overarching objectives:

- Bring the issues of integrity assurance and genuine shared risk mitigation in corporate water stewardship initiatives to an open, honest discussion, as part of an ongoing multi-stakeholder dialogue
- Get inputs from the audience on a framework and tools under development to help ensure integrity in multi-stakeholder water stewardship initiatives
- Share case studies and lessons learned from ongoing and new water stewardship initiatives to understand how to better facilitate their potential shared value among societal actors
- Better understand principle scale levers and important contextual considerations of such initiatives as a response to shared water challenges at watershed level.

Details

Convenors: CEO Water Mandate, Water Integrity Network Association, Alliance for Water Stewardship, GIZ, World Business Council on Sustainable Development

Facilitator: Robert Greenwood, Principal, Ross Strategic Ltd.

Room: Stockholm International Convention Center Room K21

Timing: Tuesday 2nd September, 09:00 AM -12:30 PM (working time: 3 hours)

Agenda

9:00 Opening and introduction

- Dr. Tania Rödiger-Vorwerk, Deputy Director General-Directorate 31 (Sustainable development; natural resources; economic issues and infrastructure), German Federal Ministry for Economic Cooperation and Development
- Robert Greenwood, Principal, Ross Strategic (meeting facilitator)

Part 1 – Managing Integrity: How to Improve the Impacts and Effectiveness of Corporate Water Stewardship Initiatives that Serve the Public Interest

9:10 Scene Setters:

- Jason Morrison, Technical Director, CEO Water Mandate; Program Director, Pacific Institute
- Janek Hermann-Friede, Programme Coordinator, Water Integrity Network Association

9:30 Fishbowl panel discussion

Discussion Questions:

- 1) Do the key integrity risks presented by the scene setters reflect your experience with WSIs and do you sense the operating principles are adequate to address such WSI integrity risks?
- 2) What are the key contextual factors (i.e., situation within the river basin) that most influences integrity issues relating to an WSI (i.e., what are some of the key barriers/challenges in managing the integrity of an WSI)?

Panelists:

- Bert Share, Senior Global Director, Beer & Better World, Anheuser-Busch InBev
- Sonja Berdau, Advisor to International Water Stewardship Programme, GIZ
- Ron Hoffer, Senior Sustainability Advisor, Office of Water, U.S. Environmental Protection Agency
- Carlo Galli, Water Resources Advisor, Nestlé

10:15 Discussion round with audience

10:30 Coffee Break

Part 2 – Reflecting on water stewardship collective action within the context of broader water governance

11:00 Scene Setters:

- Håkan Tropp, Managing Director, Knowledge Services, Stockholm International Water Institute
- Liese Dallbauman, Chair, WBCSD Water Leadership Group; Director - Water Stewardship PepsiCo

11:20 Fishbowl panel discussion

Discussion Questions:

- 1) What are some of most important ways that WSIs can improve or undermine water governance at the watershed level?
- 2) What are important safe guards that can be implemented to ensure that the capacity of public entities is not undermined or negatively influenced?

Panelists:

- David Hillyard, Head of Major Partnerships, WaterAid
- Adrian Sym, Executive Director, Alliance for Water Stewardship
- Bastiaan Mohrmann, Country Representative India, 2030 Water Resources Group & Head - Water Advisory, South Asia, IFC
- Brigitte Dittrich Kraemer, Senior Sustainability Manager, BASF

12:10 Discussion round with audience

12:25 Concluding remarks

Gavin Power, Head, CEO Water Mandate; Deputy Director, UN Global Compact

12:30 Adjourn

Background Description:

Businesses increasingly recognize that their greatest water-related risks are highly complex and outside of their direct control. Changing watershed and infrastructure conditions, local management and governance weaknesses, lack of community water supply access, and tensions between growing numbers of competing users all pose worrying and rising threats that businesses cannot address alone.

In response, companies are partnering with a variety of international organizations and local stakeholders in an attempt to better understand and reduce the water risks they face. Donors are increasingly investing in these initiatives, with the objective of leveraging private sector investment and political power for sustainable water management.

Although the business case for multi-stakeholder water stewardship initiatives to support better water management might seem strong, it comes along with governance challenges for all the parties involved that need to be addressed. Increasingly, businesses claim to appreciate the social, political and interconnected nature of water issues, the causes of shared water challenges, and their role in supporting better investment, conservation and governance. However, there is still a lot to learn to move from short-term projects with positive impact to longer term leading practice with steady outcomes for local water governance and fair allocation.

While good practices are regularly brought to international attention, the perception of 'bad practice' has the possibility of undermining the opportunity these initiatives present. As the number of initiatives and the donor funds they attract continue to rise, two key inter-related questions urgently need addressing: a) how can these initiatives be made most effective in tackling the causes of shared water-related challenges to support water security, and b) how can their integrity and transparency be ensured in order to contribute to stronger water governance?

This seminar will openly debate these questions, with a diversity of expert and practitioner viewpoints and experiences, and a high degree (>50%) of audience participation.

A multi-stakeholder panel and series of real-life case studies will concretely explore: a) how to design processes, outcomes, and establish initiatives with transparency and integrity; b) how to conduct participatory water risk assessments to develop multi-stakeholder consensus on risks and momentum for genuine collective action; c) how to strengthen public authority capacity and policy implementation; d) how to honestly monitor, evaluate and communicate impacts.

Audience inputs will contribute to a broader a framework for assuring integrity in water stewardship initiatives that is currently being developed by WIN, CEO Water Mandate, GIZ and other partners.