



Water Action Hub Overview (August 2012)

Context

The current approach to collective action for addressing water issues is considered opportunistic and as a result not optimal. Larger alliances with a range of stakeholders and the ability to pool resources and focus efforts in shared “hotspot” watersheds would be more effective. There is a need for organized and readily accessible information to help businesses understand their options for collective action on water issues, particularly who they can work with in a particular region of interest.

The Water Action Hub (the Hub) is an enabling platform designed to address this need to promote collaboration among business and other stakeholders. It will help companies efficiently identify potential collaborators and engage with them in water-related collective action to improve water management in regions of critical strategic interest.

The Hub complements an existing collaboration between the CEO Water Mandate and United Nations Environment Programme to offer an online capacity building platform geared toward raising awareness in the business community about the critical role for businesses in addressing global water challenges, and the range of methods and tools available to help companies understand and manage their water-related risks and impacts. See: <http://ceowatermandate.org/water-assessment-tools-methods/>

Content and Functionality

The Hub will help companies and other organizations more effectively understand which stakeholders are active in particular river basins and any relevant water-related initiatives these stakeholders are undertaking. The core of this online tool is a data management system that facilitates match-making through efficient interoperability of a wide range of information sets. The Hub allows users to identify potential collective action opportunities via four primary entry points: river basins, organizations, projects, and collaboration action areas. To find matches, Hub users will be able to search across information sets and filtering criteria, including global/trans-regional action areas, a specific geography of interest, perceived local water challenges, scope of existing on-the-ground projects, or type of partner organization sought.

To accomplish this, the Hub will include a simple mapping function that visually places organizations’ salient water-related projects within river basin maps. Each river basin map will profile projects and link to additional information entered by Hub users for their respective projects. The maps will be designed to allow companies to build upon their use of other online analytical mapping tools such as the World Resource Institute’s [Aqueduct Water Risk Atlas](#) (which maps a range of water risk factors at the watershed level) or the WWF [Water Risk Filter](#) (which helps companies identify water risks and mitigation strategies at the basin level).



Figure 1: Illustrative example of a river basin map on the Water Action Hub



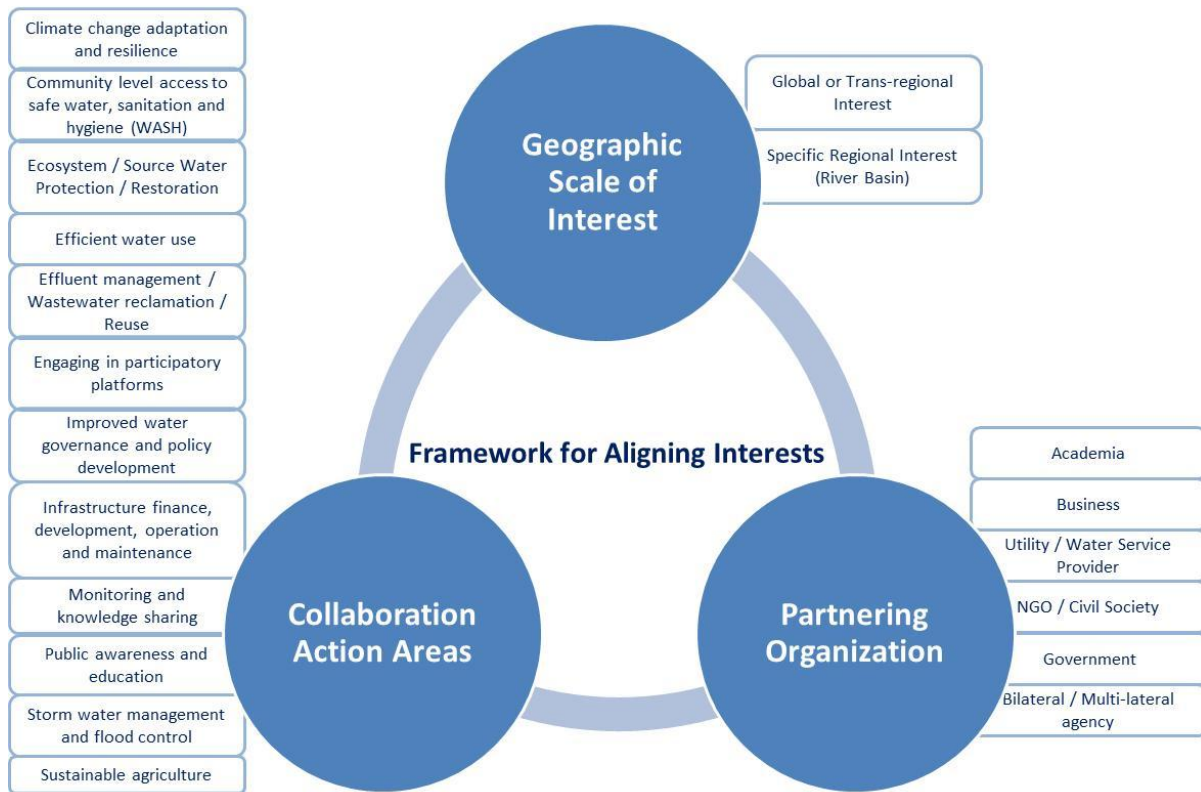
On behalf of



Federal Ministry for Economic Cooperation and Development



Coupled with the mapping function is a “tagging system” that links Hub users and associated projects with prospective collaboration areas of interest (See figure below). Hub users can also “characterize themselves” by providing information about their organization, extent of existing water collaborations and projects, and/or the water challenges they are most interested in working with others to address. The amount of information provided by Hub users is scalable, allowing for a range of detail depending on the company’s interest in posting information and/or relative sophistication on water issues. It is believed that such information will allow for more effective match-making outcomes.



Data privacy and security

When a stakeholder registers for the Hub, he/she will contribute information such organizational affiliation(s), contact information, and brief bio. The degree to which other Hub users can access that information will be determined by the Hub user's privacy policy and settings. At any time the Hub user can correct, update or remove this information by reviewing or cancelling the account profile on the Hub or by contacting the Hub Administrator. The Hub has put in place suitable physical, electronic and managerial procedures to safeguard and secure the information collected online, and prevent unauthorized access or disclosure.

Project Partners and Funding

The [UN CEO Water Mandate](#) is the lead implementing collaborator and will "house" the Hub within a co-existing project: the CEO Water Mandate-UNEP Water Capacity Building Platform. Project team members also consist of [Deloitte](#),¹ which has committed in-kind, pro bono support including technical and advisory staff experienced with global water issues and strategies. In addition, the [IBLF](#) brings extensive experience in project management, stakeholder engagement, knowledge of cross-sector collaborative teams, and access to a global business network to inform and advance many aspects of the project. Lastly, the [German International Development Agency](#) (GIZ on behalf of BMZ) is providing both financial support and technical knowledge as a member of the project team. Presently, corporate project sponsors include SABMiller, Coca-Cola, Veolia, and Reed Elsevier.

Explore the Hub

- Register as a New User <http://wateractionhub.org/accounts/register/>
- Create your Organization Profile <http://wateractionhub.org/organizations/create/>
- Add Projects to your organization <http://wateractionhub.org/projects/create/>
- Explore River Basins http://wateractionhub.org/river_basins/
- Explore Action Areas http://wateractionhub.org/action_areas/

¹ As used in this publication, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries.