

Panel: *The Merits,  
Pitfalls, and  
Realities of a  
Formal Company  
Policy on the  
Human Right to  
Water*



**PEPSICO**



**PERFORMANCE  
WITH PURPOSE**



The CEO Water Mandate

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# Observations early on in the journey

## Merits

- A “line in the sand”
- Rapid recognition
- Broader notice beyond water
- Supportive of existing practices
- Keeps the topic top of mind

## Pitfalls

- Uncharted territory so not a lot of “prior art”
- Many questions; not a lot of good answers
- No turning back
- Auditing and impact assessment
- “Respect, Protect, and Fulfill” are more than words

## Realities

- It is the first step of a long journey
- It’s a visceral issue
- Can be complex to substantively embed into business processes
- Must keep key stakeholders close
- Overall, very positive





# The elements of our commitment in support of water as a fundamental human right

- **Safety:** We will ensure that our operations preserve the quality of the water resources in the communities in which we do business;
- **Sufficiency:** Our operating objective is to ensure that our use of water will not diminish the availability of community water resources to the individuals or the communities in the areas in which we operate;
- **Acceptability:** We will involve communities in our plans to develop water resources, and will assure transparency of any risks or challenges to the local governments and community members in an on-going manner;
- **Physical Accessibility:** We will assure that our operations will not adversely impact physical accessibility of community members to community water resources and will address community concerns in a cooperative manner;
- **Affordability:** We will appropriately advocate to applicable government bodies that safe water supplies should be available in a fair and equitable manner to members of the community. Such water should be safe and of consistent and adequate supply and affordable within local practices.

