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Talking the Same Talk: *Reaching a Shared Understanding of Key Terms*

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(WBCSD)



What is the WBCSD?

A CEO-led coalition of some 200 companies with a shared commitment to Sustainable Development via the three pillars of economic growth, ecological balance and social progress.



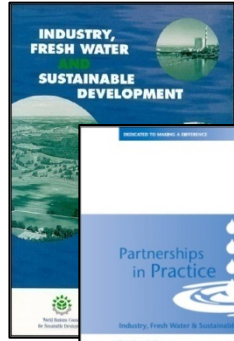


The Business Case?

- Risk reduction - License to operate
 - ✓ Where business water use competes with meeting the basic needs of local communities
- Operational efficiency - Increased production costs
 - ✓ e.g. from decreasing availability and reliability of supply, declining quality, supply chain interruptions
- Community & regulatory pressure + brand image
 - ✓ e.g. highly public and emotionally charged disputes over a resource considered by many to be a human right
- Health of employees + consumer markets
 - ✓ Business prefers to operate in areas where its customers and employees are in good health
- Access to capital
 - ✓ Financial markets awakening to water-related risks
- Creating new markets, products and services



WBCSD Water Project – 10 years



✓ **Industry, Freshwater and Sustainable Development**
(March 1998)



✓ **Partnerships in Practice**
(April 2000)



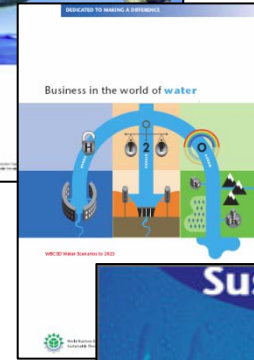
✓ **Water for the Poor**
(July 2002)



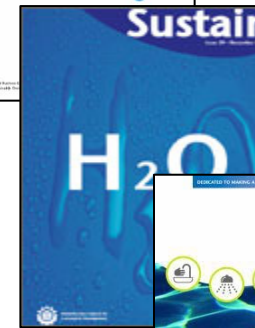
✓ **Water Facts and Trends**
(Aug 2005)



✓ **Collaborative Actions for Sustainable Water Management**
(Aug 2005)



✓ **Water Scenarios to 2025**
(Aug 2006)



✓ **Sustain** (Jan 2008)



✓ **Sanitation Folder**
(May 2008)



(Aug 2007)



Why Sustainable Water Management Now?

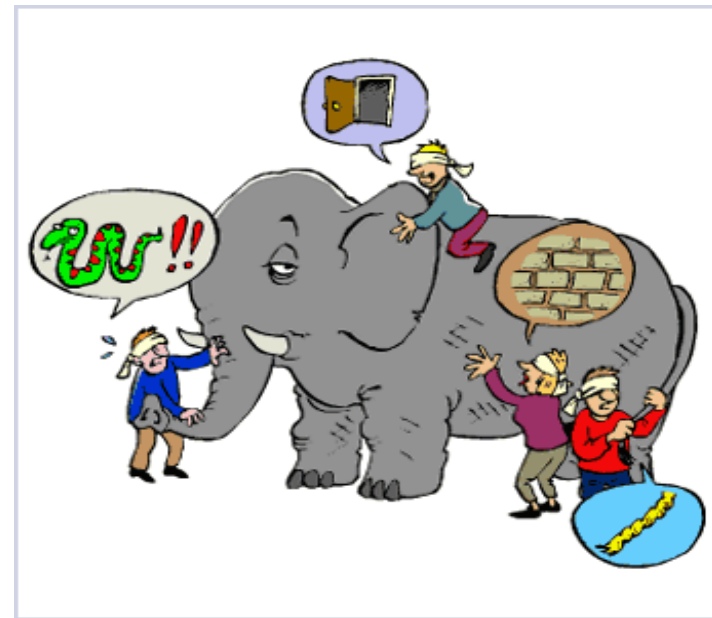
- Increasing recognition of importance of water on the SD agenda - linked to energy and food security
- Emerging approaches and concepts – understand and define what responsible water use means in practice
- Urgent need for developing common language, clear principles and tools for achieving and demonstrating progress
- Opportunity to accelerate learning and implementation by working together



London Workshop - Working Together on a Common Agenda

Starting with ...

- ✓ Mapping key initiatives concerned with sustainable water management and water stewardship
- ✓ **Sharing of terms and definitions towards a common language**



Common Language: Where to start?



Water Stress

Water Governance

Water Rights

WATER DISCHARGE

Water Neutrality

Indirect Water Use

Water Offsets

Consumptive Water Use

Water Balance

Virtual Water Trade

Supply Chain

Water Stewardship





Water Use

Refers to **freshwater use** for human purposes. In many texts the term refers to '**water withdrawal**', the classic indicator of water use. It can also refer to the **sum of total water consumption and water pollution**.

Hoekstra, 2008





Indirect Water Use

The water use behind the products consumed by a consumer or used as inputs by a producer (i.e. water used in the **production and supply chain** of the **goods and services** consumed; water used in a business's supply chain).

Hoekstra, 2008





Supply Chain

A network of facilities and distribution options that performs the functions of **procurement of materials**, **transformation** of these materials **into intermediate and finished products**, and the **distribution** of these finished products **to customers**.

Supply chains exist in **both service and manufacturing** organizations [...] *and* can include operations such as marketing, distribution, planning, manufacturing, and purchasing.

Ganeshen & Harrison, 1995





Water Footprint

An indicator of water use that looks at **both direct and indirect water use**. The footprint of a good or service is the volume of **freshwater used** to produce the product, summed **over the various steps of the production chain** (...).

Hoekstra, 2008





Sustainable Water Management

Enough water, of sufficient quality, at the right time, and at the right place to meet the ongoing needs of this and future generations and of the ecosystem as a whole.

WBCSD, 2006





How you can contribute?

THANK YOU