



CEO Water Mandate and the RTWS - Reflections on the way forward

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Den Armen Gerechtigkeit

The legal framework for business and RTWS

Respect the right to water **AND** sanitation

= do not interfere with people's enjoyment of the RTWS

- the core responsibility of business and baseline expectation for any social license and necessary focus of CEO WM with regard to RTWS
- next steps: develop clear standards and comprehensive guidelines for responsibility to respect within framework of CEO Water Mandate **AND**
- an independent mechanism to monitor compliance with this specific responsibility.



Responsibilities re protection and fulfilment of RTWS (from PepsiCo RTW policy):

Business should not take any action that would undermine a state's obligation to its citizens to:

- protect the realization of the RTWS
- fulfill the RTWS.



Going beyond what is expected of business: the CSR potential of the RTWS

- Inexpensive win-win situations possible in many sectors. Many hotels have flow regulators (to save water) or have towel re-use initiatives (to save water, energy, washing powder, towels) for environmental reasons. Invest money saved through such initiatives into projects to promote realisation of the RTWS in developing countries.
- Upcoming project of BfdW, WaterAid, EWP + several UN orgs to use football stars as champions for RTWS in Africa. Private sector partner provides initial funding + access to players, but will get a multiple in media value in return.
- Be creative!



Concluding remarks I

- Timely for business to engage with RTWS to stay ahead of game: from 10 to 30 countries since 2002
- UN Independent Expert focus on business in 2010
- Crucial to develop a collective approach to RTWS to ensure impact and avoid fragmentation
- CEO Water Mandate ideal framework for developing such an approach



Concluding remarks II

- Guide on Business Engagement starting point for developing a more detailed commitment (PepsiCo policy) additional companies can sign on to and comprehensive guidelines for implementation
- Crucial to establish independent mechanism to monitor compliance with responsibility to respect and identify good practices (what has worked and why?); Reporting system? Third party complaints?
- Increase focus on SANITATION!!