



**WASH
4WORK**

Introducing WASH4Work

Mobilizing Business Action

Cindy Kushner, UNICEF &
Mai Lan Ha, CEO Water Mandate

28 August 2016 - Stockholm

WASH underpins growth and development

Workers with poor WASH will suffer more from:

- **Diarrhea:** 842,000 deaths/yr
- **Pneumonia:** 21-25%, upto 50%
- **Nutrition:** food mal-absorption
- **Maternal and Neonatal Health:** anemia, UTIs, infections at birth
- **MHM:** UTIs, Dignity



WSP/World Bank

Global economic loss due to poor WASH is estimated at \$260 billion annually

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Businesses have a major role to play in WASH

Improving and promoting sanitation benefits business

	DIRECT SOCIETAL EFFECTS OF IMPROVED SANITATION	BUSINESS BENEFITS OF IMPROVED SANITATION
Health	Fewer people ill or caring for sick family	Improved productivity due to reduced absenteeism at work and school and a healthier workforce
Education	Increased school attendance	More capable workforce, more effective talent recruitment
Economy	Poverty alleviation	Increased consumer purchasing power in developing contexts
	Stronger economies	More public money to maintain infrastructure, support governance, etc. that lead to a robust business climate
Water	Less pollution in waterways and the environment	Reduced water treatment costs

An Opportunity - SDG 6: Ensure access to water and sanitation for all by 2030



A concerted effort on WASH4Work

Universality agenda in the SDGs: All settings, including workplace

Ad hoc/Siloes

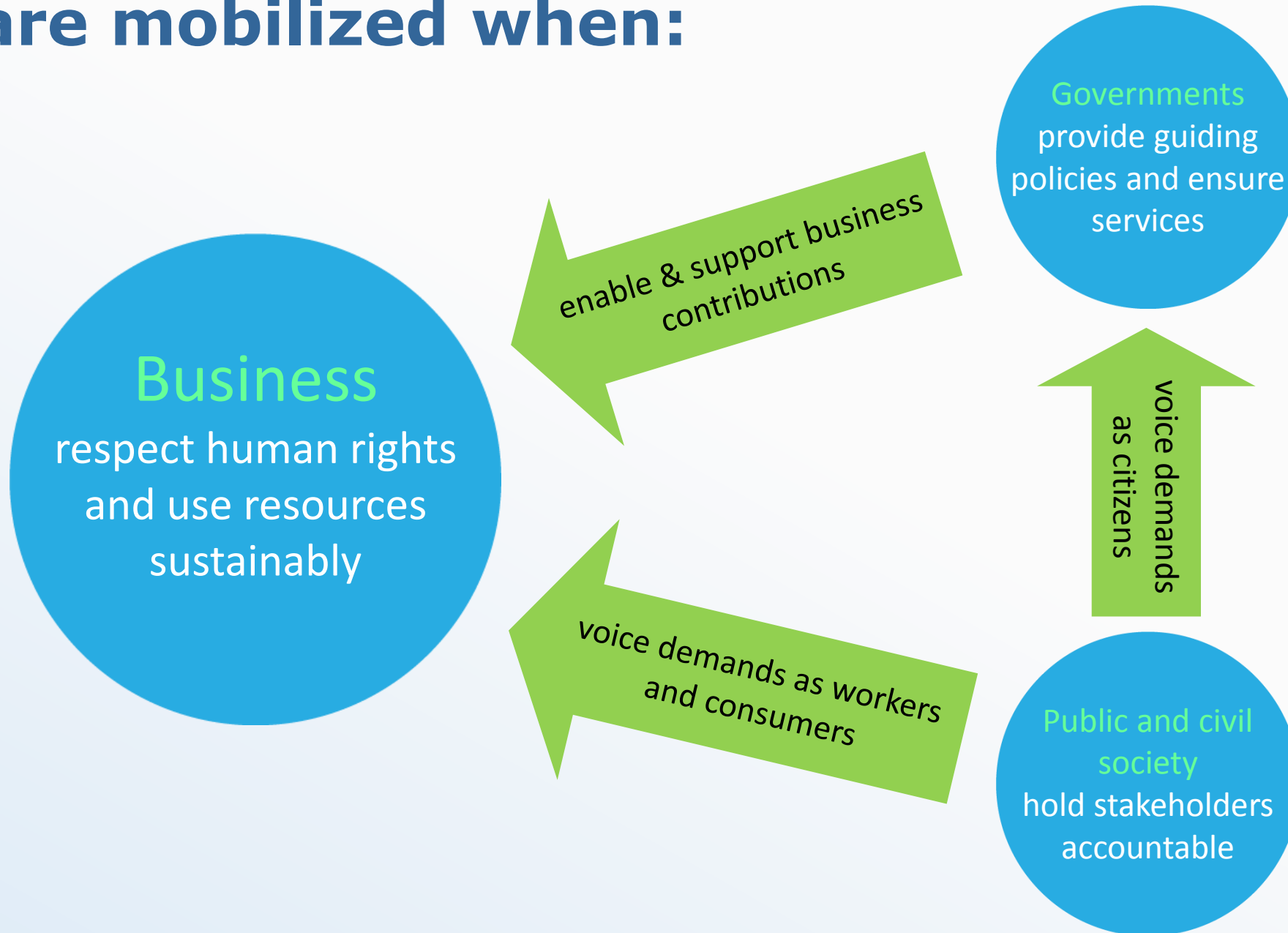


Joint Purpose and Critical Mass of Activity

Mobilize business action to improve water, sanitation and hygiene:

- *in the workplace*
- *in the communities where workers live, and*
- *across supply chains.*

Business skills, finance, and other resources are mobilized when:



**GLOBAL
CITIZEN.**



UNITED NATIONS
FOUNDATION



The CEO **Water** Mandate



Unilever

 **WaterAid**



wbcscd

WSUP
Water & Sanitation
for the Urban Poor



WSSCC
WATER SUPPLY & SANITATION
COLLABORATIVE COUNCIL

UN WATER
19 November
**WORLD
TOILET
DAY**

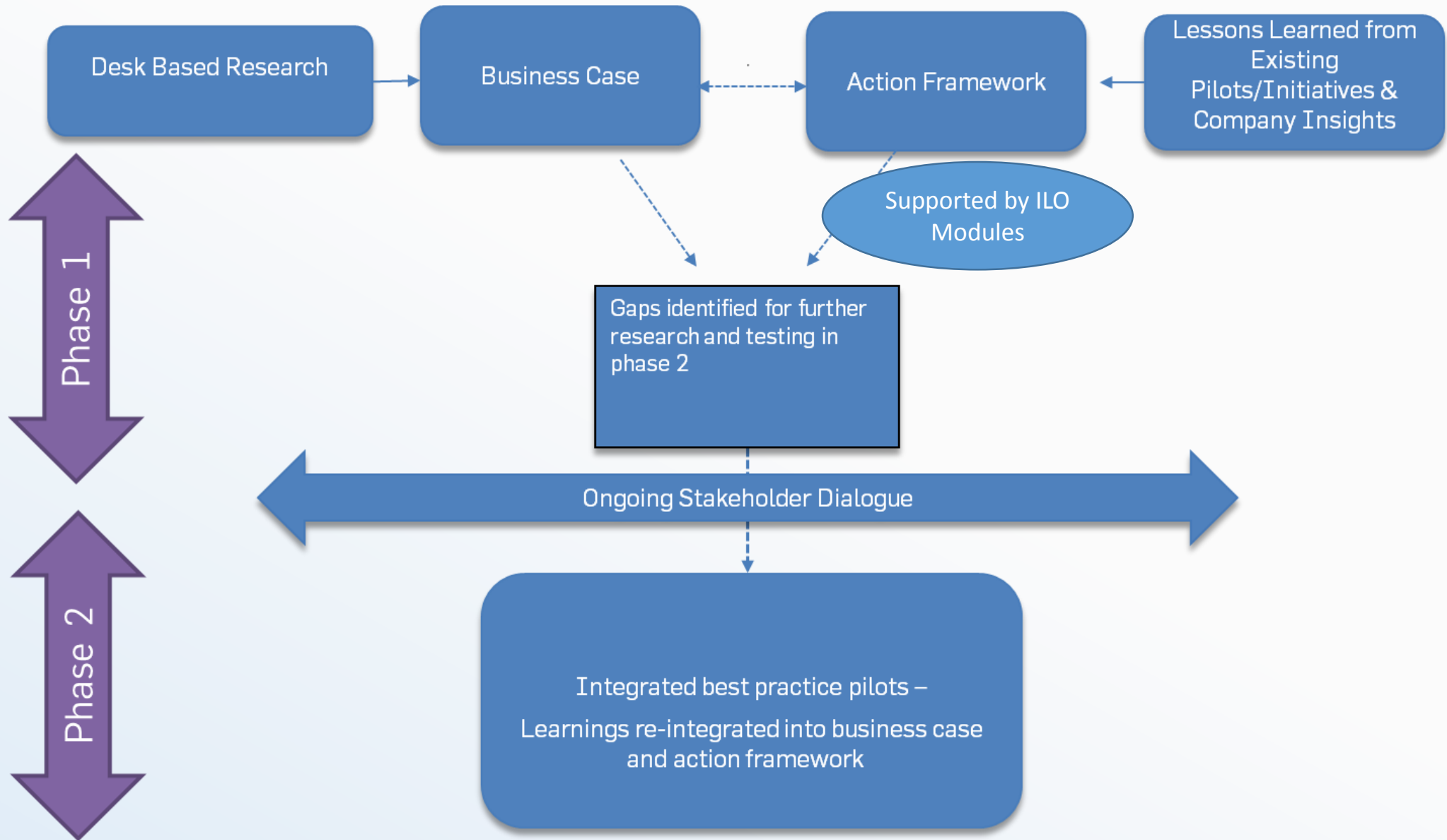


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WASH4Work partners will:

	Gather and generate evidence and create solutions	Advocate globally	Advocate nationally	Enable and monitor business action
Partner Action	<ul style="list-style-type: none"> • Increase knowledge through evidence based-research and proven-effective approaches • Produce solution toolkits and resources • Strengthen standards and policy guidance 	<ul style="list-style-type: none"> • Use common messaging and materials • Increase understanding and action through high-level and technical level events 		<ul style="list-style-type: none"> • Raise awareness of existing commitment platforms • Highlight business achievements • Enable inclusive dialogue among business, government, civil society, and the public
WASH4Work Interim Outcome	<ul style="list-style-type: none"> • Business skills, finance and other resources mobilized • Governments enable and support business contributions • The public and civil society voice demands as citizens, workers and consumers 			

Current Work and Resources



Future Activities

- Promote private sector engagement in national and global political dialogue: sector reviews; Sanitation and Water For All
- Explore connection with National Tripartite bodies
- Identify and mobilize high-level champions from business and government
- Identify and document best practices of government enabling of business action
- Public advocacy : using major events as opportunities, national advocacy tools, communications materials

Business can take action now

In business' own operations, supply chains, and communities where they operate

- Understand the business case and assess company's impact on WASH
- Ensure WASH access in workplace
- Mitigate impacts on communities
- Leverage position to improve WASH in supply chains
- Collaborate and support government action
- Work with partners to implement action on the ground
- Communicate with consumers and other stakeholders

Thank You

<http://www.wateractionhub.org/wash4work>

Email: wash4work@wateractionhub.org



Business Case for Investing in WASH

Neil Jeffery, CEO WSUP
29/08/2016

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OUTLINE

- **WASH & CONNECTION TO THE SDGs**
- **WASH & THE BOTTOM LINE**
- **INCREASED PRODUCTIVITY**
- **REDUCED OPERATIONAL COSTS**
- **ADDRESSED & MITIGATED RISKS**
- **INCREASED GROWTH OPPORTUNITIES**
- **HOW & WHERE IS WASH A MATERIAL ISSUE?**
- **NEXT STEPS**

WASH & BUSINESSES – PRIORITIES FOR INVESTMENT

 **650M**

million people live without safe water

 **2.3B**

People don't have access to adequate sanitation. 1/3 of the population

 **800**

children die every year from diarrhoea caused by unsafe water and poor sanitation

\$222.9B

The cost that lack of access to sanitation has on the global economy

\$4.3:\$1

For every \$1 invested in WASH, \$4.30 is generated in economic returns through increased productivity.



WASH IS PIVOTAL TO ACHIEVING OTHER GOALS



Ensure availability and sustainable management of water and sanitation for all



BUSINESSES CAN HAVE A DIRECT AND INDIRECT IMPACT ON WASH..

- Directly through delivery of WASH to employees
- By influencing the assessment and provision of WASH services in supply chains and connected communities
- Managing consumption and discharge of water that can affect water resources

"WASH concerns and in particular water quality has an impact on the well being of our employees and thus on our operations."

**Nestlé, Switzerland
(2015) ***

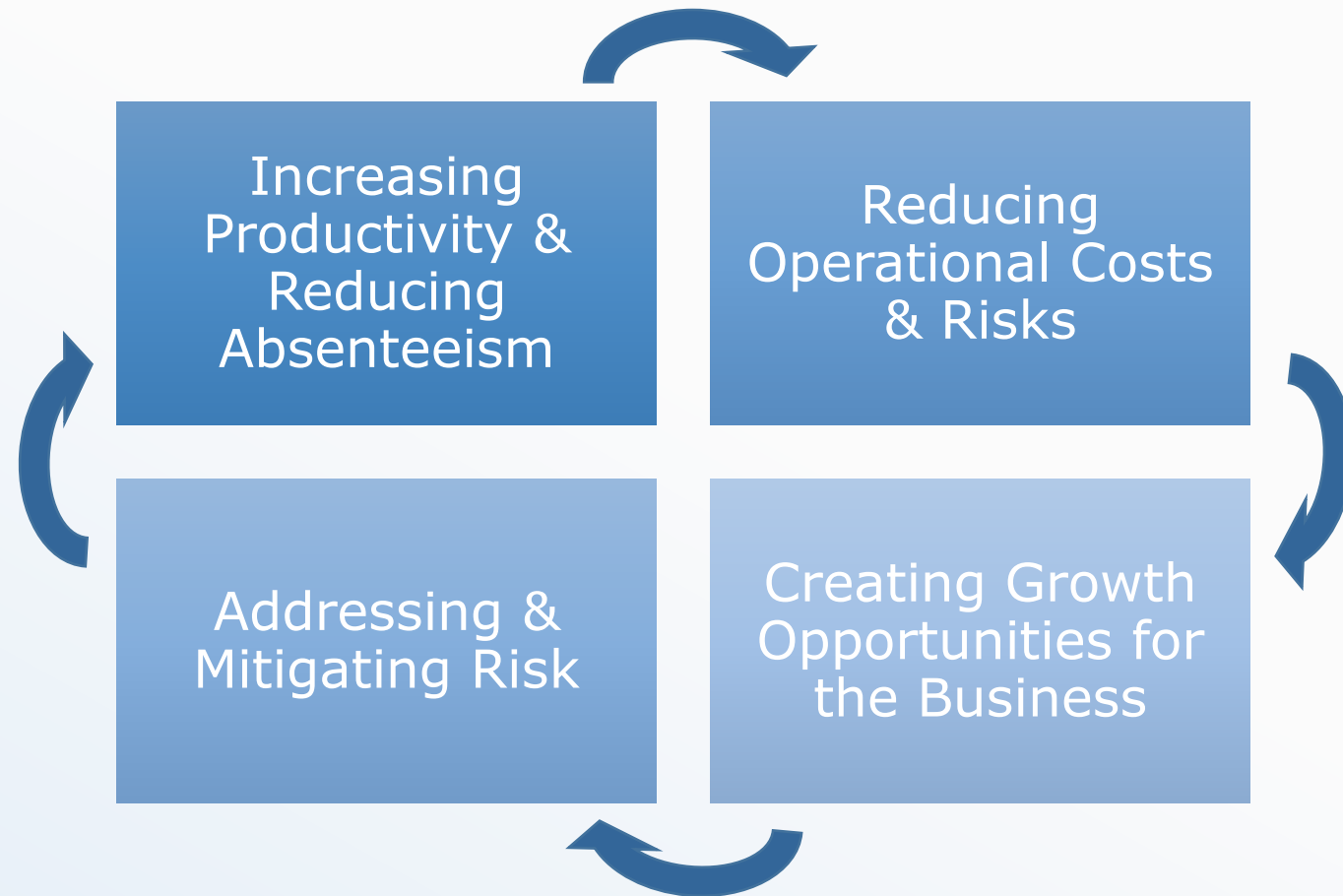
"With our global reach, portfolio of WASH-related brands and experience in changing behaviour, we are helping to deliver progress on SDG6 and develop market solutions which will transform WASH provision."

Unilever Plc, UK (2016)

"Being a responsible water user is an opportunity for us – it helps build stronger relationships with local communities and governments and enhances our social license to operate: being responsible makes it easier for us to do business."

**Anglo American, UK
(2015). ***

...& DOING SO CAN BENEFIT THEIR BOTTOM LINE



INCREASING PRODUCTIVITY & REDUCING ABSENTEEISM

- Improved productivity due to reduced absenteeism at work
- More capable workforce as well as drop in factory error rates
- Attrition rate drop and an increase in employee retention
- Improved employee engagement and worker satisfaction
- MHM helps women stay in work and ensures gender equality
- Reduced cost of hiring and larger labour talent pool

HERproject: Levi Strauss
Absenteeism fell by 55% and turnover has dropped from 50% to 12%. One factory calculated a **\$4:\$1 ROI.**

WaterAid WASH programmes in Bangladesh. Tea farm managers reported a **reduction on number of sick days paid and increase productivity and efficiency.**

REDUCING OPERATIONAL COSTS & RISKS

- Reduced water treatment costs
- A more resilient supply chain
- Improve drainage connections & decreases risk of flooding.
- Reduced risk of financial repercussions such as stranded assets and fees paid to secure permits to operate
- The impact that WASH has on attrition, errors and productivity can be directly linked to cost savings for the business.

SABMiller supported over 4,000 farmers in its supply chain to improve water efficiency by 36.5%, crop productivity by 23.5%, and farmer average net income by 21%. **This would be further enhanced by adding WASH to their initiative.**

STRENGTHENING SOCIAL LICENSE TO OPERATE & ADDRESSING REPUTATIONAL RISK

- Respect the HRWS strengthens a company's social license to operate and can improve relationships with governments and other key influencers.
- Supporting consumer access to WASH can help safeguard corporate reputation and enhance brand image.
- Working with all stakeholders to identify the best approaches for managing water resources, increasing operational water use efficiency, and wastewater discharge can strengthen long-term business resilience and mitigate impacts on local water resources needed for workers and community members.

M&S and UNICEF's water and sanitation initiative in Bangladesh's low-income urban communities has influenced government policy.

Coca-Cola has set a target to safely return to communities and nature the amount of water equal to what the company uses. Between 2004 – 2014, Coca-Cola replenished ~153.6 billion litres of water back to community and nature.

CREATING GROWTH OPPORTUNITIES FOR BUSINESS

- Countries with higher percentages of the population with access to safe WASH enjoy higher growth and expanded and more vibrant markets.
- The WASH-generated economic returns - coming through increased productivity - enable increased consumer purchasing power.
- By responding to unmet needs, and in some cases untapped markets for WASH products and services, companies have an opportunity to grow their businesses.

In India alone, the national sanitation products market is expected to grow from US \$6.6 billion in 2007 to US \$15.1 billion in 2020.

WHERE IS WASH A MATERIAL ISSUE?



CORE BUSINESS ACTIVITIES
(WORK PLACE, MARKET PLACE
& SUPPLY CHAIN)

SOCIAL INVESTMENT
(COMMUNITIES)

**POLICY DIALOGUE, ADVOCACY &
INSTITUTIONAL BUILDING**

SOME FINAL STATISTICS TO REFLECT ON, OF ALL BUSINESS...

- **40%** did not assess employees' current access to WASH
- **48%** do not analyse WASH across their supply chain
- Less than **30%** have established a target related to WASH
- Almost **25%** did not include estimate of expected changes
in future water availability

**YOUR THOUGHTS, FEEDBACK & SUGGESTIONS
ARE WELCOME...**





Advancing WASH4Work

Next steps

Tatiana Fedotova, WBCSD

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Key actions and next steps

Provide feedback on WASH4Work framework and business case white paper

- Available for download on [WASH4Work website](#) – email wash4work@wateractionhub.org

Once finalised, **implement the WASH4Work framework** through the actions outlined in the document

Let us know if you would like to be more closely involved in the initiative. WASH4Work partners will also ensure your view is represented.

Thank You

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