

Water Action Hub

Helping organizations identify and engage potential partners to improve water collective action in regions of key mutual strategic interest

CEO Water Mandate Meeting

Copenhagen

May, 2011



Background

- The complexity of multiple localized water issues make water risk management a challenging task for individual organizations.
- It is widely accepted that companies need to collaborate with each other, NGOs, development agencies, and governments themselves, to address the majority of these water risks
- Solution-focused partnerships tend to emerge on an ad-hoc basis, from relationships among key individuals in organizations. This may lead to missed opportunities for collaboration and ineffective allocation of resources.
- We believe there may be value in providing an information platform that could provide these entities insight into on-going water initiatives and contacts in various regions, resulting in increased potential for synergy and collective action.
- We are proposing the development of a “Water Action Hub” to support helping organizations identify and engage potential partners to improve water collective action in regions of key mutual strategic interest.

Proposed Approach

This project will set up an online information hub that will allow companies to identify and engage with potential partners and initiatives in regions of key mutual strategic interest

– a “dating service” for water stakeholders.

The project is expected to unfold in three stages:

1. Project feasibility, market need, and scoping (survey)
2. Content development, "pre-seeding" of The Hub and beta-testing (piloting)
3. Public launch, marketing and outreach (and medium term content management)

Note:

- We will include the results of a broad survey to guide direction
- We expect to support and align with other strategic initiatives (e.g., Aqueduct etc)
- We will attempt to avoid redundancy with other systems or platforms as appropriate
- We are open to interfacing with other systems or platforms as appropriate
- We will institute a formal project governance structure to include sponsors in appropriate oversight

Project Team

Core Team:

- Deloitte¹ – Derrick Sturisky, William Sarni
- IBLF² – Steve Kenzie
- UN CEO Water Mandate³ – Jason Morrison, Peter Schulte
- GIZ⁴ – Robin Farrington

Sponsors

- SABMiller, The Coca-Cola Company, Reed Elsevier, Veolia North America, Levi-Strauss, Nike, Ford

Potential Collaborators

- WRI, UNEP

¹As used in this document, “Deloitte” means Deloitte & Touche 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.

²As used in this document, “IBLF” means The International Business Leaders Forum. Please see www.iblf.org for more information.

³As used in this document, “Pacific Institute” means The Pacific Institute. Please see www.ipacinst.org for more information.

⁴As used in this document, “CEO Water Mandate” means The CEO Water Mandate. Please see www.unglobalcompact.org/Issues/Environment/CEO_Water_Mandate/ for more information.

⁴As used in this document, “GTZ” means International Zusammenarbeit (GIZ) GmbH. Please see <http://www.gtz.de/> for more information.

Discussion

We appreciate your insight/guidance into the project:

1. What information needs would you hope to have address by the Water Action Hub?
2. What concerns would you have about sharing information on a platform of this type?
3. What is your perspective on your participation in the Water Action Hub in the future?



The CEO Water Mandate