



**United Nations** Global Compact

## CEO Water Mandate:

*Engaging in Public Policy to Advance  
Sustainable Water Management by Business*

*Istanbul, 16-17 March 2009*



# Context

- Financial-Economic Turmoil

*Companies: retrenching*

*Governments: undertaking crisis stimulus packages*

*Civil society: facing resource constraints*

- Widespread Concerns

*Poverty levels*

*Environmental-development-sustainability issues*



# From Crisis to Opportunity

*“Today’s multiple challenges demand a new constellation of international cooperation – governments, civil society, and the private sector working together for the global good...”*

*This means investing in a new economy – the economy of the future. Investing in sustainability will turn today’s crisis into tomorrow’s sustainable growth”*

*- UN Secretary-General Ban Ki-moon*

*January 2009*



# 21<sup>st</sup> Century Imperatives: A Growing Consensus

- Greater Integration Around “Sustainability” Agenda

Economics <-> Environment

Climate change <-> Water

Human rights <-> Business Development

- Enhanced emphasis on Partnerships and Collaboration

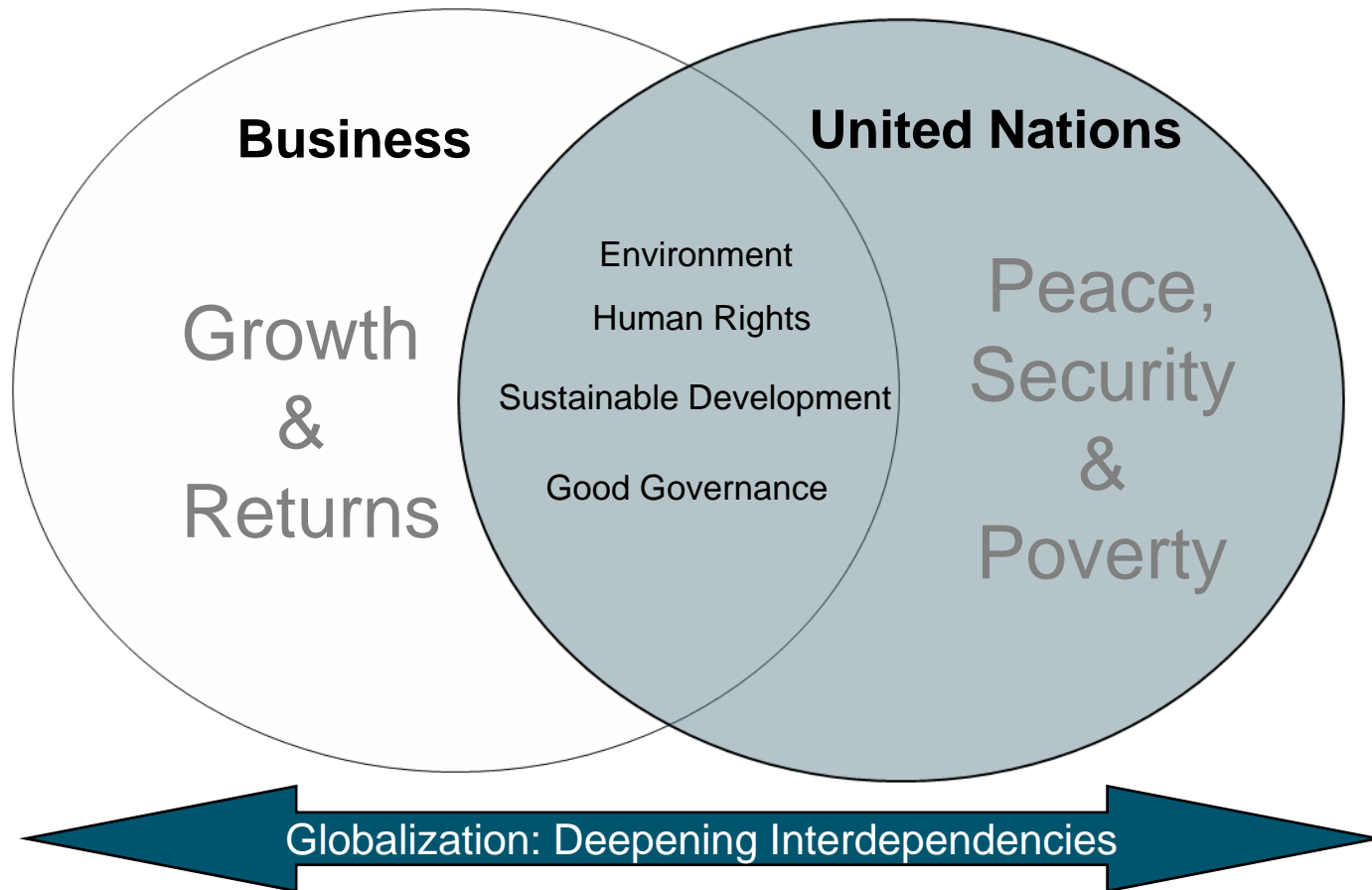
Problems too complex for one sector

Governance voids and deficits

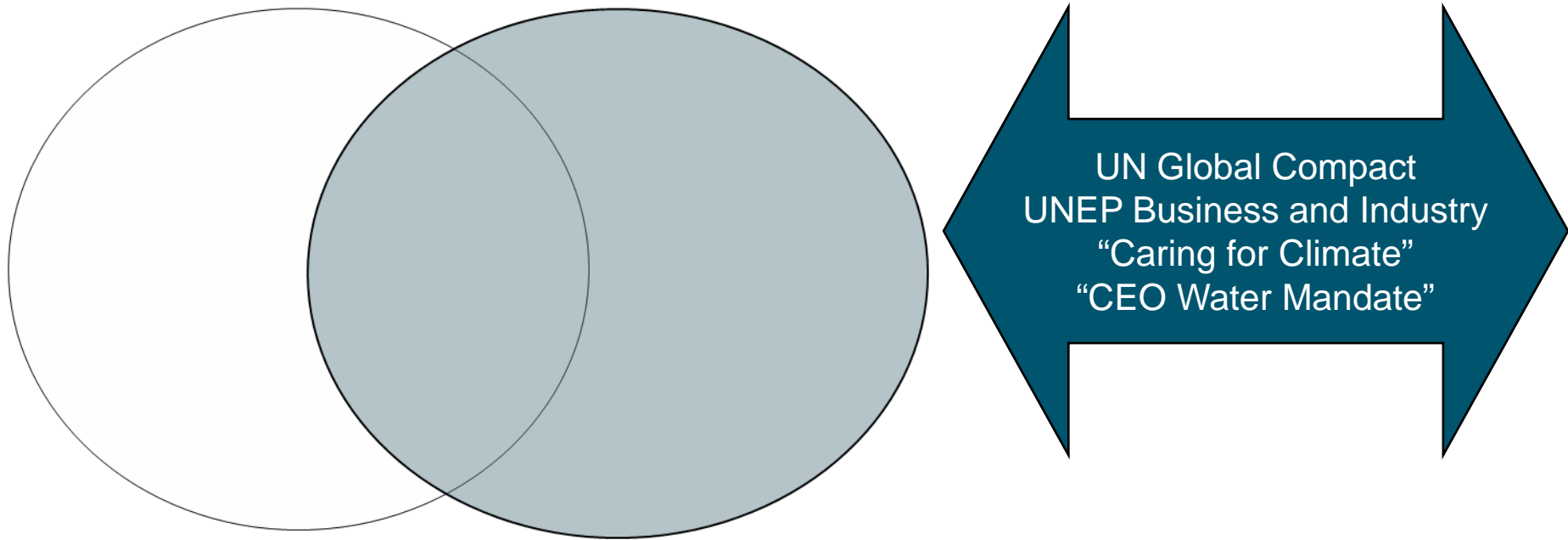
Regulation and voluntary efforts both required



# UN and Business: An Evolving Partnership



# Result: Public-Private Initiatives





## **The CEO Water Mandate**

**An initiative by business leaders in partnership  
with the international community**



# CEO Water Mandate: Overview

- Public-private initiative – launched by the UN Secretary-General
- Multi-stakeholder: companies, civil society, UN, governments
- Strategic framework for Water Sustainability and Stewardship

*Direct Operations*

*Supply Chain-Watershed Management*

*Collective Action*

*Public Policy*

*Community Engagement*

*Transparency*

- Call-to-Action by CEOs to Business Leaders Everywhere





# Mission Statement

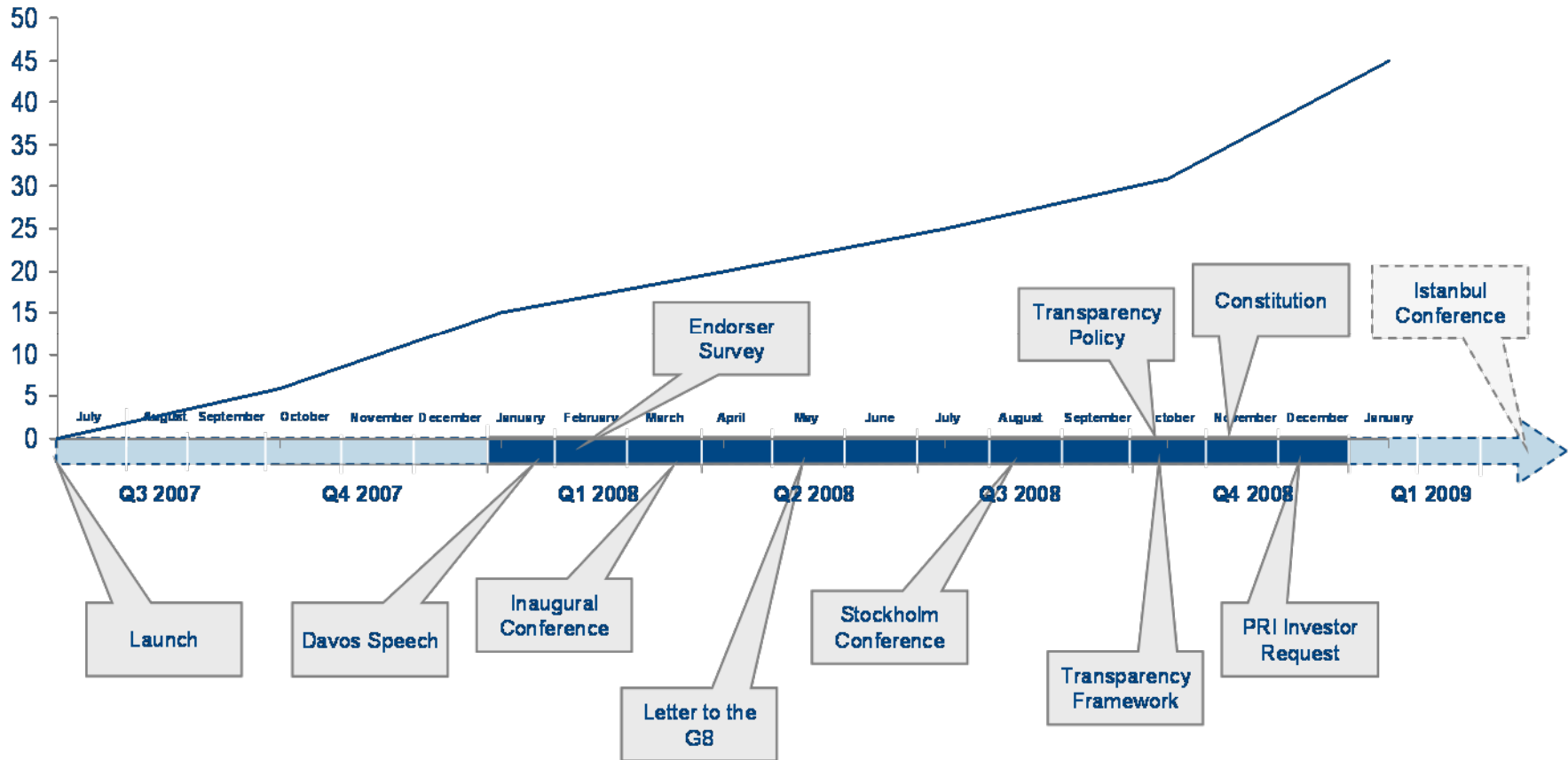
*To make a positive impact with respect to the emerging global water crisis by mobilizing a critical mass of business leaders to advance water sustainability solutions – in partnership with the United Nations, civil society organizations, governments, and other stakeholders.*

*Endorsers of the CEO Water Mandate recognize that through individual and collective action they can contribute to the vision of the UN Global Compact and the realization of the Millennium Development Goals.*



# CEO Water Mandate: Key Milestones

Total Number of Endorsers



# Working Conferences

- Multi-stakeholder forums

*Share best and emerging practices*

*Encourage cross-sector learning*

*B<->B B<->NGO B<->Government B<->UN*

*Catalyze partnerships*

- March 2008: General Implementation (UNHQ, NY)
- August 08: Water and Supply Chain; Transparency (Stockholm)
- March 09: Water and Public Policy (Istanbul)



# Transparency-Disclosure Policy

- Announced October 2008
- Endorsers required to report annually and to cover all 6 elements within five years
- Integrate into the UNGC “Communication on Progress”
- Delisting provision: failure to disclose
- Policy based on “Transparency Framework” (Pacific Institute)
  - *materiality and stakeholder inclusiveness*
  - *harmonization and convergence (eg, GRI)*
  - *continuous improvement*



# Today's Event

- “Public Policy” – core element of the Mandate
- Lack of understanding on how companies should engage
- Key objectives:

*Contribute to corporate good practice*

*Learn about stakeholder interests and concerns*

*Establish a process for collaboration*



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