Framing Engagement

• Water management decisions are ultimately economic development decisions, must engage with a holistic view
• Businesses can play a role in bringing actionable approaches and tools for decision-making
• Engagement can be both top down and bottom up
  • In both cases seeking to ensure comprehensive and integrated public policy
• Global level
  • Biofuels
  • Trade policy and implications for agriculture
  • Energy, water, food nexus
• Globally accepted policy objectives (i.e. MDGs) can steer national/regional water policies and also corporate engagement
  • Access – strong public regulatory/framework and water governance; promotion of equity, pro-poor policies
  • IWRM – company water stewardship (reduced water footprint; community development, etc)
Framing Engagement (cont)

• Bottom up engagement can serve as a means to address shared risk
  • Competitive coalitions can emerge in high risk, complex systems
  • Extended temporal horizon provides setting for understanding shared interests
• Range of engagement beyond advocacy
  • Water stewardship and fulfillment of rights
  • UN partnerships in capacity building and improved water governance at the watershed level
Engagement Spheres

• Plant performance (Stewardship to support operationalization of policy)
  • due diligence (impact on human right to water)
  • efficient water use
  • discharge wastewater responsibly
• Watershed Approaches/Sustainable communities - Partnerships that deliver on policy goals
  • Source water protection
  • Sharing information/data and water analyses
  • Actions to improve access (pro-poor; fulfillment of right water)
• Voice of the Company (policy advocacy)
  • Workable, harmonized, and efficient policies that benefit all
  • Push governments to deliver on their mandate (beyond water ministries, understanding link to economic development)
  • Emphasize how governments should “value” water; fair pricing policies
  • Advocacy around the enshrinement human right to water
Policy Engagement Pitfalls and Risks

• Engage before the crisis else it will be seen as competition
  • Proactive rather than reactive (shortage = conflict)
  • Understand the long-term commitment, reputational risk associated with disentangling from policy engagement
• The notion of “who decides” is key
  • Transparent about engagement and intent else perception of policy capture (“extreme leverage”)
  • Sensitivities to imbalances in capacity, resources, and access (Knowledge is power)
• Narrow interests (policies that benefit a few) versus advocacy for benefit of all
  • Collective action/advocacy setting for lobbying self interest
  • If going it alone expectation would be going alone