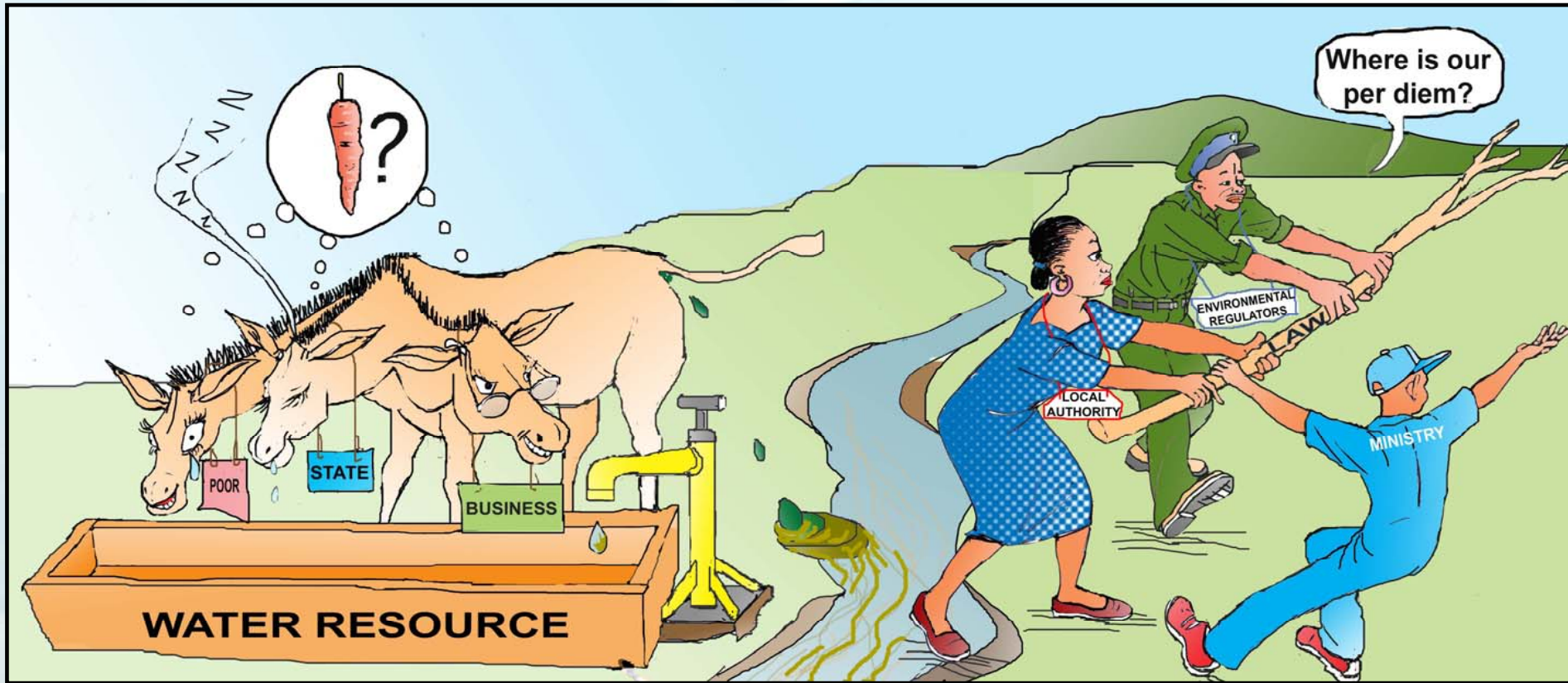


# observations

Business needs the same thing as everybody else:



Nick Hepworth, Water Witness International

CEO Water Mandate Third Working Conference

## moving forward

- **Watch out for banana skins**
  - Perverse outcomes. eg. Workshops, WF
  - Diverting initiatives and initiative overload
  - Knowledge is power - informational imbalance / capture
  
- **Bridge the divides**
  - Business with Civil Society - huge legitimacy for advocacy
  - CSO networks on water: 480 groups in 66 countries. Noise > Voice
  - AWS. Developing a common set of principles and standards
  - Water Integrity Network – sign up

**Nick Hepworth, Water Witness International**

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**moving forward**

## **Challenge**

**Is the CEO Mandate just another talk shop?**

**Opportunities for focused action?**

**Nick Hepworth, Water Witness International**

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