



# The CEO Water Mandate

## Southeast Asia Apparel Water Action (SEAAWA)

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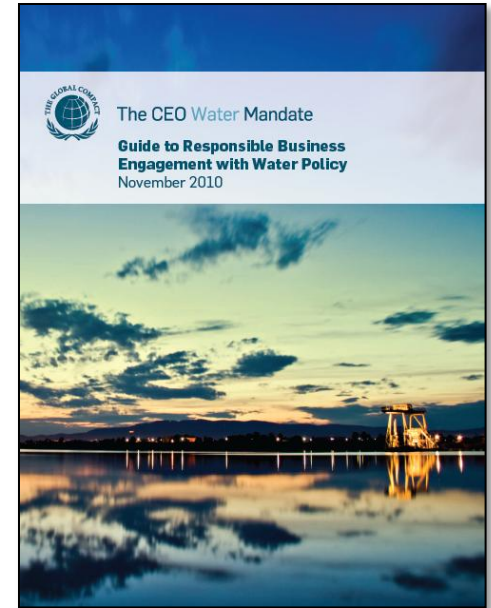
# Guide to Water Policy Engagement

## Overarching goal:

To provide information that can facilitate companies' responsible engagement with water policy in a manner that reduces business risks, advances public policy goals, and positively impacts nearby communities and ecosystems.

## Specific objectives:

1. Define key concepts
2. Make the business case for responsible engagement
3. Delineate core principles
4. Provide an operational framework for adhering to these principles



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# Background & objectives

The CEO Mandate is coordinating a project in collaboration with UNEP, Nautica, H&M, Levi, and Nike to improve corporate water management within the supply chain in Cambodia and Vietnam.

Project objectives:

- Drive operational water use efficiency and improved wastewater discharge among apparel companies' supplier facilities;
- Facilitate better communication among companies and their suppliers;
- Foster cooperative relationships among apparel companies and their stakeholders in the region to address shared water risks.



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# SEAWA: Training Workshops

The first step in the SEAWA project was to hold two national-level workshops in Vietnam and Cambodia (July 26 and 28, 2011).

These training workshops were designed to bring together apparel brands and their suppliers throughout Vietnam and Cambodia with government officials, civil society representatives, water managers, and others from their country in order to better understand:

1. The state of water resources and water management in their country,
2. Why their facilities should be interested in improved water management,
3. What practices they can implement in support of this goal.





# Vietnam workshop



# Cambodia workshop



# Workshop outcomes and learnings

- Many apparel suppliers in Vietnam and Cambodia are only at the beginning of their journey toward more sustainable water management.
- There was broad interest in better understand practical steps supplier facilities can take to save money and manage social and environmental impacts through improved water management.
- Many organizations, such as WWF, UNIDO, and national level organizations like the Vietnam and Cambodia Cleaner Production Centers are already striving for better water-related practices among industry in these countries.
- There are many “low-hanging fruit” that can help these suppliers save water and money, with minimal upfront investment.



# SEAWA: Technical Assistance

For the Vietnam side of the project, the workshop will be followed by technical assistance for the brands' supply chain partners, including:

- 1) assessing the state of their facilities' water performance and management,
- 2) identifying technologies and practices that can help bring about improved industrial water management, and
- 3) assisting in the implementation of those technologies and practices.

This technical assistance will be conducted by the Vietnam Cleaner Production Center in the third and fourth quarter of 2011.

The Project Team and participating brands are currently selecting the four suppliers that will receive assistance.



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# Possible next steps in Cambodia

In Cambodia, there are currently no concrete plans moving forward, but several potential options, including:

- Option 1: No action.
- Option 2: Technical assistance.
- Option 3: Watershed-level collective action with other brands and organizations.
- Option 4: Technical assistance AND watershed-level multi-stakeholder action.



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