Water Action Hub

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

Waterweek
Stockholm
August, 2011
Introduction/Project Update

• 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 is 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 developing a Water Action Hub (WAH) to support helping organizations identify and engage potential partners to improve water collective action in regions of key mutual strategic interest.
Proposed Development 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. Feasibility, market research, and scoping (survey)
2. Content development, "pre-seeding" and piloting
3. Public launch, marketing and outreach

Note:

• We will deploy a comprehensive survey to guide/inform 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 have instituted a formal project governance structure to include sponsors in appropriate oversight
Project Plan

Q3 & Q4 2011

Stage 1
Project feasibility, market research, and scoping

- Workstream A: Landscape Assessment
- Workstream B: Business Survey
- Workstream C: Information Clearinghouse and Hub Communications
- Workstream D: Framework for Aligning Interests
- Workstream E: Project Management & Governance

Q1 – Q2 2012

Stage 2
Content Development, “pre-seeding,” and piloting

- Design and build Hub website
- Compile supplemental information, research, and data on best practice, technologies, existing projects, etc.
- Engage and seek to align/interface with most relevant water and industry-focused web-based tools and initiatives
- Identify and recruit key companies (minimum 6-7 per watershed) and other stakeholders to utilize/populate WAH in focus watersheds

Q3 & Q4 2012

Stage 3
Public launch, marketing and outreach

- Identify and engage various organizations and entities to populate and leverage the WAH
- Assess effectiveness
- Continue market outreach
- Plan long-term WAH platform management

Project Management
Project Team

Core Team:
- Deloitte\(^1\) – Derrick Sturisky, William Sarni
- IBLF\(^2\) – Steve Kenzie
- UN CEO Water Mandate\(^3\) – Jason Morrison, Peter Schulte
- GIZ\(^4\) – Robin Farrington

Sponsors

Potential Collaborators
- WRI, UNEP

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\(^2\)As used in this document, “IBLF” means The International Business Leaders Forum. Please see [www.iblf.org](http://www.iblf.org) for more information.

\(^3\)As used in this document, “Pacific Institute” means The Pacific Institute. Please see [www.ipacinst.org](http://www.ipacinst.org) more information.

\(^4\)As used in this document, “GIZ” means International Zusammenarbeit (GIZ) GmbH. Please see [http://www.gtz.de](http://www.gtz.de) or more information.
Survey Discussion
Questions