



The CEO Water Mandate

Water Security through Stewardship

An Action Platform of the CEO Water Mandate 2018-2020

Background

The UN Global Compact’s Programmatic restructuring affords an opportunity for the CEO Water Mandate to reconsider how to best integrate the work of the Mandate into the broader programmatic offerings of the UN Global Compact. The key cornerstone of this integration is the launch of a new Action Platform focused on water called *Water Security through Stewardship* where the Mandate’s key activities will reside.

Key objectives of the Platform:

- The Platform brings together companies, UN entities, governments, NGOs, and other stakeholders to:
 - Mobilize business action by both leaders and learners to adopt increasingly more advanced water stewardship practices that tackle all dimensions of water and sanitation.
 - Work with leading companies to test, refine, and scale cutting-edge water stewardship practices, including setting context-based water targets, pioneering WASH solutions, and innovating climate resiliency measures.
 - Develop a global framework and foster local partnerships, collective actions, or policy engagements that advance more sustainable water management in support of SDG6 and its touchpoints with other SDGs; and develop systems to measure contributions and outcomes.
 - Contribute to efforts underway by the UN Global Compact to track business contributions in support of SDG6 and embed water and sanitation into other relevant Action Platforms.

Over the course of 3 years, the platform will focus on some key elements as outlined in the chart below:

| | | | |
|----------------------|---|---|--|
| Goal and Key Aspects | Support achievement of Sustainable Development Goal 6 and its impact on other SDGs | | |
| | Facilitate effective, impactful, and equitable collective actions and public policy engagement | | |
| | Increase uptake of good water stewardship practice by companies of all types and sizes | | |
| Elements | Building Capacity of Learners and Leaders | Facilitating On-the Ground Collective Action | Developing Metrics and Reporting |
| | <ul style="list-style-type: none"> • Develop tools, resources, and guidance that help enable greater adoption of water stewardship practice across environmental, social, and economic realms • Prioritize, implement and scale basic water stewardship for farms and facilities for Local Network companies and others to move along the stewardship progression | <ul style="list-style-type: none"> • Foster cross sectoral coalitions to implement place-based projects across thematic areas • Engage in policy discussions to reinforce the role that water stewardship plays for meeting the SDGs. | <ul style="list-style-type: none"> • Develop guidance and test the implementation of context-based metrics and water targets • Develop metrics to measure the impacts of water stewardship collective actions • Contribute to efforts to track business contributions to SDG6 and its touchpoints with other SDGs |



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The exact areas of work that facilitates the achievement of these areas will be pursued in the existing workstreams of the Mandate which will transition over into the Action Platform. These workstreams are:

- 1) WASH & Human Rights
- 2) Metrics, Indicators, and Disclosure
- 3) Collective Action & Policy Engagement
- 4) Direct Operations & Supply Chains

In 2018, the specific activities that will be pursued are described in the next section.

2018 Program of Activities

Metrics, Indicators, and Disclosure

The workstream centers on advancing more meaningful water measurement, with a focus on context-based metrics and measuring the impacts of water stewardship activities/collective action projects that improve the health of at-risk watersheds. During 2018, specific activities will be focused on:

- 1) Finalizing the development and piloting testing with interested companies the approach for setting context-based water metrics and targets.
- 2) Aligning corporate water stewardship frameworks, metrics, and measurement systems with SDG6 and other water-related SDGs.
- 3) Developing and road testing in various locations collective action impact metrics and their alignment with SDG6 and local policy priorities.
- 4) Undertake work to drive greater harmonization in water reporting focusing on common definitions and language

Expected outcomes:

- 1) Implementation of 2-3 clustered pilots of the context-based water metrics methodology
- 2) Development of an initial framework for measuring the impacts of collective action projects.
- 3) Updates to the Corporate Water Disclosure Guidelines reflecting current thinking on water-related reporting

WASH & Human Rights

The Mandate's WASH & Human rights workstream looks to promote business action on WASH in the workplace, in supply chains, and in communities where companies operate. The main mechanism for the work will be support and engagement in the WASH4Work initiative. Specifically, proposed activities include:

- 1) Undertake activities with the ILO to implement the ILO's WASH@Work toolkit with Mandate
- 2) Scoping and development of good practice guidance for promoting WASH in supply chains
- 3) Explore potential for greater integration of good WASH practice in international standards systems (Fairtrade, Better Cotton, Roundtable on Sustainable Palm Oil, etc.)
- 4) Incubating pioneering WASH practices with 2-3 groups of companies in strategic regions of interest which could look at implementation of good WASH in supply chains or communities

Expected outcomes:

- 1) Mandate endorsers undertake an initial analysis of their WASH in the workplace interventions



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- 2) Development of an "idealized" WASH standard for analysis of voluntary sustainability standards systems and initial outreach to companies and standards systems
- 3) Implementation of pioneering WASH interventions and the measurement of outcomes

Collective Action & Policy Engagement

This workstream focuses on facilitating impactful water stewardship projects and partnerships that span public, private, and non-profit sectors locally and internationally. It includes the Mandate's engagement in multi-stakeholder initiatives including USAID's Sustainable Water Partnership, the Business Alliance for Water and Climate, and the cross-linked WASH4Work, as well as local collective action consortia such as the California Water Action Collaborative, and a Mandate-led apparel industry-focused initiative. Planned 2018 activities include:

- 1) Documenting, incubating, and socializing innovative collaborative business practices (and demonstrating the business case for action) on the Mandate's thematic issues including on WASH, climate resiliency, and water stewardship generally
- 2) Initiating work on the Mandate's apparel sector initiative, which will focus on analyzing the applicability of water stewardship tools and resources to the apparel sector and mapping prospective locations for water-focused apparel sector collective action opportunities
- 3) Development of a metrics framework to evaluate the impact and efficacy of on-the-ground water stewardship partnerships

Specific outcomes:

- 1) Adaptation of relevant water-related tools for apparel sector implementation with suppliers and scoping out 1-2 relevant local collective action opportunity
- 2) Additional case studies are added to the Mandate's suite of online tools across the thematic areas.
- 3) Implementation of the Sustainable Landscapes Project in Southern California
- 4) Scoping potential collective action projects in key regions such as India and Brazil

Direct Operations and Supply Chains

The Mandate's work in direct operations and supply chains focuses on bringing water stewardship to farms, manufacturing, and enterprises of all sizes. The focus of the workstream is on the further development of the Water Stewardship Toolbox to connect businesses to a wide array of resources available to help advance water stewardship.

Proposed activities in 2018 include:

- 1) Further expansion of the Water Stewardship Toolbox to include new case studies, guidance, best practices and development of issue and initiative specific portals
- 2) Integration across online tools and resources particularly the Water Action Hub and the Toolbox
- 3) Working with Mandate Endorsers to promote and test the online resources

Local Network Engagement

As part of the first pillar, engaging both learners and leaders, the Action Platform will expand water stewardship to key geographies through engagement with UNGC Local Networks (LNs) through the development of "water stewardship playbooks" and personalized engagement opportunities with Local Networks to help companies of all sizes on water stewardship journey. A key focus on be on catalyzing partnerships with local networks in Brazil, South Africa, Colombia,



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India, and the United States where Mandate endorsing companies have operations, suppliers, or other strategic interests, and where local capacity exists to broker and administer water stewardship initiatives.

Key Events for 2018

The Mandate will also be hosting a number of events or providing key support in the following major water-related convenings.

- 1) Launch of the Action Platform (February 2018)
- 2) World Water Forum 2018 (March 18-23) - Including joint meetings with the Local Network Brazil
- 3) High Level Political Forum – Review of Water SDG (July)
- 4) World Water Week, Stockholm Sweden (August)
- 5) Engagement in PRI in Person and the Global Climate Action Summit (September)
- 6) COP 24 – Warsaw, Poland (November)

Expected Outputs, Outcomes, and KPIs

At the conclusion of the 3 year Action Platform, it is expected that the Action Platform will have produced the following outputs with associated outcomes:

Outputs:

- 1) The launch of a new portals and tools building on from the Water Stewardship Toolbox for socializing water stewardship good practice
- 2) The launch of guidance around Context Based Water Metrics and a number of pilots
- 3) The development of collective action impact metrics for local water stewardship initiatives
- 4) The implementation of the apparel sector initiative including a supply chain analysis and management tool and local collective action opportunity
- 5) Engagement, implementation, and documentation of innovative activities on water and climate, as well as WASH by leading companies

Outcomes & KPIs

| Outcomes | Draft KPIs for 2018-2020 |
|--|--|
| 1) Increased uptake of water stewardship in a number of key geographies by companies new to stewardship through use of the Mandate’s tools and resources | <p># of companies from local networks that have adopted water stewardship strategies</p> <p># of companies that endorse the CEO Water Mandate’s six commitments</p> <p># of industry associations adopting water stewardship in guidelines (<i>introduce in 2019</i>)</p> |
| <p>1) Ascertain efficacy of context based water metrics through pilots and adoption of the methodology by a number of action platform companies.</p> <p>2) Better understanding of how to measure the impacts of local water stewardship initiatives</p> | <p># of river basin pilots implementing CBT and reports on outcomes</p> <p># of examples of pilots for calculating company contributions to SDGs (<i>introduce in 2019</i>)</p> <p># of companies citing CBT in reporting or # of examples of organizations integrating CBT in reporting (<i>introduce in 2019 or 2020</i>)</p> |



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| | |
|---|---|
| 1) Increased uptake of WASH, climate, and water activities including increased documentation around the evidence for business interventions on the themes | # of case studies added to Toolbox for companies taking action on thematic areas/issues (including on WASH, water and climate) |
| 1) Increased public sector understanding of benefits of stewardship for achieving SDG6 and other policy priorities | # of public sector that have adopted water stewardship components into strategy and programs (Country level) <i>(introduce in 2019 or 2020)</i> |

*KPIs in bold will be the focus for 2018



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Annex: Fee Structure

In addition to the [Global Compact annual contribution](#), Water Action Platform participants will be requested to pay a platform participant fee based on a company's annual sales/revenue. This will replace the Mandate's annual solicitation.

| Annual Sales/Revenue (USD) | Water Action Platform Fee (Annual in USD) | Global Compact Mandatory Annual Contribution Fee (in USD) |
|----------------------------|---|---|
| > 5b | 20,000 | 20,000 |
| 1-5 b | 15,000 | 15,000 |
| 250 m – 1 b | 10,000 | 10,000 |
| 50 m – 250 m | 5,000 | 5,000 |
| 25-50m | 2,500 | 2500 |
| < 25 m | 1250 | 1250 |

Example: A company with annual revenues of 3 billion will need to make a 15,000 Annual contribution to the GCO and another 15,000 (on an annual basis) to join the Action Platform

In addition to Action Platform Participant Fees – endorsers will also be able to support water-related activities by sponsoring the Mandate's multi-stakeholder conference held during Stockholm World Water Week. Event Sponsorship will be set at **30,000 US**.

Patron Level Sponsorship

While each sponsorship package is tailored to fit the needs of the specific patron sponsor, patron level sponsorship for the water stewardship platform is available for a USD 100,000 annual investment:

- Each Action Platform offers up to four organizations the opportunity to assume a leadership position

Benefits:

- Enjoy visibility on a global platform, among sustainability thought-leaders and experts
- Logo/ name recognition in Action Platform specific media and promotional material and at all events and recognition in publications
- Help shape strategic direction of the Action Platform

Patron Sponsorship Package also includes:

- Use of Global Compact "We Support" logo.
- Concierge relationship management to navigate and work with the UN Global Compact, Action Platforms and Local Networks.
- Special and early invitations to UN Global Compact flagship events and programmatic events.



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- Participation in high level convening of AP patrons, UNGC Board Members, and UN Heads during General Assembly week
- First right of refusal for sponsorship renewal at the end of each calendar year.