



# The CEO **Water** Mandate

## **REGIONAL MEETING SUMMARY**

World Water Forum 8, Brasilia  
March 2018





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### Table of Contents

Overview & Key Findings .....	2
Session #1: Water Business Day .....	4
Session #2: Reaching Water Security in Brazil Through Collective Action .....	7
Session #3: Water Users and Cross-Sectoral Climate Adaptation .....	10

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Meeting summary prepared by the Pacific Institute, a non-profit water sustainability policy research and advocacy center based in Oakland, California. ([www.pacinst.org](http://www.pacinst.org))



# Overview & Key Findings

## What is the CEO Water Mandate?

The CEO Water Mandate is a unique public-private initiative that mobilizes business leaders for water stewardship. Established by the UN Global Compact in 2007, the Mandate was created out of the acknowledgement that global water challenges create risk for a wide range of industry sectors, the public sector, local communities, and ecosystems alike. The Mandate is now endorsed by over 140 business leaders and learners across a wide variety of industry sectors and geographies across the world.

## What is the World Water Forum?

As part of its mission, the Mandate hosts multi-stakeholder [events](#) around the world. In March 2018, the Mandate held its a regional meeting parallel to the [8<sup>th</sup> World Water Forum](#) in Brasília, Brazil. The Forum is a conference led by the [World Water Council](#) every three years to bring water to the international agenda by engaging stakeholders in debate to find a shared vision around water, engaging policymakers on water issues, and promoting discussion and knowledge of water among the general public.

The Mandate's goals at the Forum were broadly to promote business water stewardship to address water risks, share innovative best practices, and encourage peer learning and collective action around water challenges. More specifically, there was a focus on the water situation in Brazil and sharing experiences of the companies' water risks and responses.

The Mandate sessions included:

1. Water Business Day
2. Reaching Water Security in Brazil Through Collective Action
3. Water Users and Cross-Sectoral Climate Adaptation

## Key Conclusions: Global

- Water risks are global and cross-cutting, and are already affecting communities, business, government, and NGOs.
- Businesses can manage their water risks by creating and implementing a corporate water stewardship strategy that addresses their water risks and impacts throughout their value chain and in the communities where they operate.
- The business community is a key partner in the 2030 Agenda. Corporate water stewardship is business's contribution to SDG 6 and other water-related SDGs.
- The world needs to find collective solutions to water challenges, because individual projects are not as cost-effective as collective action and will not be enough to achieve SDG 6.

### Key Conclusions: Brazil

In Brazil, 35 million people do not have access to safe water, 100 million do not have access to appropriate sanitation, and 37% of treated water is lost in distribution, presenting a large challenge and an equally large opportunity for civil society, government, and business to face these challenges.

- Leading companies in Brazil recognize that water stewardship is not just about efficiency improvements in their own operations. Rather, their companies are part of the solution to WASH and water availability challenges through collective action, innovation, and long-term planning around water.
- Challenges facing Brazilian companies include building trust between stakeholders; availability of high quality information on water and sanitation access, water use and water quality for decision-making; and promoting a regulatory framework that provides a stable environment for investments.

# Session #1: Water Business Day

## Session Objectives

The first ever Water Business Day (WBD) explored innovative approaches and solutions to securing and sharing water in the industrial sector. The event, which took place on Sunday March 18<sup>th</sup>, brought together high-level political and business leaders. It was organized by the Brazilian Business Council for Sustainable Development (CEBDS), Brazilian National Industry Confederation (CNI), and the Global Compact Brazil Network; co-organized with CDP Water, CEO Water Mandate, and the World Business Council for Sustainable Development (WBCSD). The session was also sponsored by Braskem, with support from Ambev, Nestle, and BRK Ambiental.

The [outcomes of the WBD](#) were reported to government representatives, academia, multilateral organizations, and civil society during the Forum.

## Key Messages

- Building trust and fostering collaboration among stakeholders (including business) is crucial to achieving water security.
- It is necessary to generate and make accessible quality information regarding water and sanitation access, water use, and water quality that considers environmental, social, and economic aspects.
- The Sustainable Development Goals provide a common language and shared goal that can be used to drive collective action among business, government, NGOs, and other stakeholders.
- A constructive regulatory framework will help build trust and create a stable environment for investments, especially necessary for the WASH sector.
- By taking into account the true value of water, water valuation will encourage investment in long-term solutions such as infrastructure, technology, and collective action.

## Other Takeaways

During the Leadership Panel, featuring key corporations addressing water issues, we saw that leading companies in Brazil are already recognizing that water stewardship is not just about efficiency improvements within factory fence lines. Rather, they outlined current and future plans in which their companies were part of the solution to support local communities around WASH and water availability, through collective action, innovation, and consideration of water in the long term to ensure business viability.

Next, WBCSD outlined [the business case for action on water](#), saying water risks threaten all water users and the materiality of water is clear and urgent. The CEO Water Mandate and CDP provided corporate engagement opportunities, highlighting the [CEO Water Mandate Action Platform](#), the [Business Alliance for Water and Climate](#), [WASH4Work](#), [Context-Based Water Targets](#), the [Water Stewardship Toolbox](#), the [Water Action Hub](#), and the [CDP water disclosure questionnaire](#).

## **Workshops: Practical Water Challenges**

### 1. The Circular Business Case for Water

Circular water management refers to a process by which water is used, treated, and reused in order to increase water efficiency, reduce pollution, and ensure a sustainable water supply for operations. Valuation of water, innovation in financing and business models, data availability, tool development, and regulation that incentivizes water efficiency were all identified as necessary conditions for successful circular water management.

### 2. Water Risk – Metrics, Monitoring, and Reporting

Companies are already incorporating internal and external water stewardship into their business strategies, since water risks are present throughout the value chain. Companies need international databases on water use and standards for comparing and sharing best practice. The challenge for investors will be embedding and scaling up tools on how to incorporate best practice into investment decisions.

### 3. Water Stewardship to Advance the SDGs & Create Shared Value

Businesses are already contributing to SDG6 through water stewardship, and SDG6 provides a common language to drive collective action on water issues. The biggest water risks exist outside of factory fence lines, and governments, NGOs, and communities all face those same risks. There are simple ways to share information and work with others, such as the open source [SaveH tool](#) built by Ambev.

## **Speakers**

### Opening

- Marcos Guerra (CNI)
- Marina Grossi (CEBDS)
- Carlo Pereira (UNGC Brazil Network)
- Oscar de Moraes Cordeiro Netto (Brazilian National Water Agency)
- Edson Duarte (Ministry of the Environment)

### Leadership Panel:

- Roberto Bischoff (Braskem)
- Naty Barak (Netafim), Teresa Vernaglia (BRK Ambiental)
- Ruben Marcus Fernandes (AngloAmerican Brasil)
- Olga Reyes (The Coca-Cola Company)
- Luís Garcia Prieto (Nestlé Brasil)

### The Business Case for Action

- Peter White (WBCSD)

### Engagement Opportunities:

- Jason Morrison (CEO Water Mandate, Pacific Institute)
- Orlaith Delargy (CDP)

### Workshop 1

- Pierre Victoria (Veoliá)
- Antônio Calcagnotto (Unilever Brazil)
- Jennifer Sara (The World Bank)
- Oded Distel (Israel New Tech & Eco Systems)
- Sara Traubel (WBCSD)
- Nathália de Barros (Casa de Moeda)
- Orson Ledezma (Ecolab Brasil)
- Iris Tebeka (Dow Chemical)
- Diana Rojas (SDC)
- Torgny Holmgren (SIWI)
- Pascale Guiffant (Toilet Board Coalition)
- Guilherme Raucci (Agrosmart)
- Ana Carolina Szklo (CEBDS), Karin Krchnak (2030 WRG)
- Diane D'Arras (International Water Association)

### Workshop 2:

- Patrícia Boson (FIEMG)
- Carlos Gonzalez (Petrobras)
- Renato Júnio Constancio (CEMIG)
- Keyvan Macedo (Natura)
- Kathleen Dominique (OECD)
- Christopher Stephan Wells (Santander Brasil)
- Leonardo Guimarães Riberio (ArcelorMittal Brasil)
- Frineia Rezende (Reservas Votorantim)
- Nathália Granato (Brazilian Tree Industry)

### Workshop 3:

- Daniela Redondo and Rodrigo Brito (Coca-Cola Brazil)
- Felipe Augusto Barolo Lopes de Araujo (Ambev)
- Silvana Dias (Nestle's Montes Claros factory)
- Mario Pino (Braskem), Adriana Leles (SANASA)
- Adrian Sym (AWS)
- Iris Tebeka (Dow Chemical)
- Marcio Gama (Banco de Brasil)
- Cheryl Hicks (Toilet Board Coalition)
- Martin Jaggi (SDC), Jehanne de Fabre (Danone)

### Closing

- Roberto Waack (Renova Foundation)
- Sr. Guang Zhe Chen (The World Bank)
- Cristiano Cobo (AngloAmerican Brasil)

# Session #2: Reaching Water Security in Brazil Through Collective Action

## Session Objectives

The UNGC Brazil Network and the CEO Water Mandate organized and hosted this joint convening that explores the role of collaboration to address Brazil's local water security issues. The half-day convening brought together 67 people from 44 institutions, representing businesses, civil society, academics, and others, to explore and understand the water risks facing companies in Brazil and move towards developing a joint implementation plan to bring about greater water security in the country.

## Context

Companies are essential partners in the SDG strategy and must incorporate water stewardship in their business strategy. The role of the UN Global Compact Brazil Network is helping companies realize the importance of water, and opportunities for engagement exist through the CEO Water Mandate, such as WASH4Work and the Business Alliance for Water and Climate (BAFWAC).

The first panel covered the Brazilian national laws and plans related to water and sanitation, as well as the SDGs, including the National Plan to Implement Sustainable Development Goals (SDGs), National Plan of Basic Sanitation (PLANSAB) and the Intended Nationally Determined Contributions (INDCs).

## Discussion 1: Water Security: The Water Food Energy Climate Nexus, Collective Business Action and Innovative Approaches to Address Local Water-Related Challenges (SDGs 13 & 17)

- Water users can collaborate to increase water security in a river basin by increasing access to resources, training basin committee managers, advocating for a stable regulatory system, and increasing water reuse.
- As an important driver of Brazil's economic growth, agriculture can address water scarcity in the context of climate change through new technologies, digital data collection, planning for efficient water use, building technical capacity, and working on public policy with governments.
- Companies are undertaking a variety of approaches to address climate and energy, including: energy and water efficiency, water footprint studies, riparian forest restoration, decreasing water losses in distribution, engaging with public policy, use of renewable energy, and creation of an inclusive agenda around water, food, energy, climate, and sanitation.
- Frameworks must be translated into simple language and actionable plans so that company suppliers (e.g. SMEs) can carry them out.

## Discussion 2: Water & Sanitation: Basic Conditions to Overcome the Deficit (SDG 6)

- Businesses can contribute to increasing water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater by improving efficiency, industrial water reuse, value chain work, R&D for solutions, and spreading awareness of water use.



- Business can improve WASH in the workplace and nearby communities. To do so, they need to increase public knowledge about access to water and sanitation as a human right and demonstrate the connection between sanitation and disease reduction.
- Companies can explore reuse and advance towards a circular economy while highlighting the main barriers, risks, and opportunities through such avenues as the UNGC Brazil Network and CEO Water Mandate partnership with 2030 WRG.
- Companies must use their economic leverage to encourage the public sector to promote access to sanitation, justify sanitation costs through reduced health care costs for employees and nearby communities, and promote infrastructure development.



During the session, a partnership was formed between the UNGC Brazil Network, the CEO Water Mandate, and the 2030 Water Resources Group in São Paulo.

## Speakers

### Opening

- Niky Fabiancic (UN/UNDP)
- Jason Morrison (CEO Water Mandate, Pacific Institute)
- Carlo Linkevieius Pereira (UNGC Brazil Network)

### Context

- Cristiani Vieira (UNGC Brazil Network Water Working Group)
- Juliana Lopes (UNGC Brazil Network Food and Agriculture Working Group)

### Discussion

- Rubia A Quintão (Government Office of the Presidency of the Republic)
- Marcelo de Paula Neves Lelis (National Secretariat of Environmental Sanitation of the Ministry of Cities)
- Marcos Vinicius Cantarino (CNI)

### Water Security Panel

- Márcio Dionísio (IUCN)
- Keyvan Macedo (Natura)
- Ariel Scheffer da Silva (Itaipu Binacional)
- Alexandre Gobbi (Netafim Brasil)

### WASH Panel

- Mário Pino (Braskem)
- Antônio Werneck (TNC)
- Édison Carlos (Trata Brazil Institute)
- Andrea Matsui (Ambev)

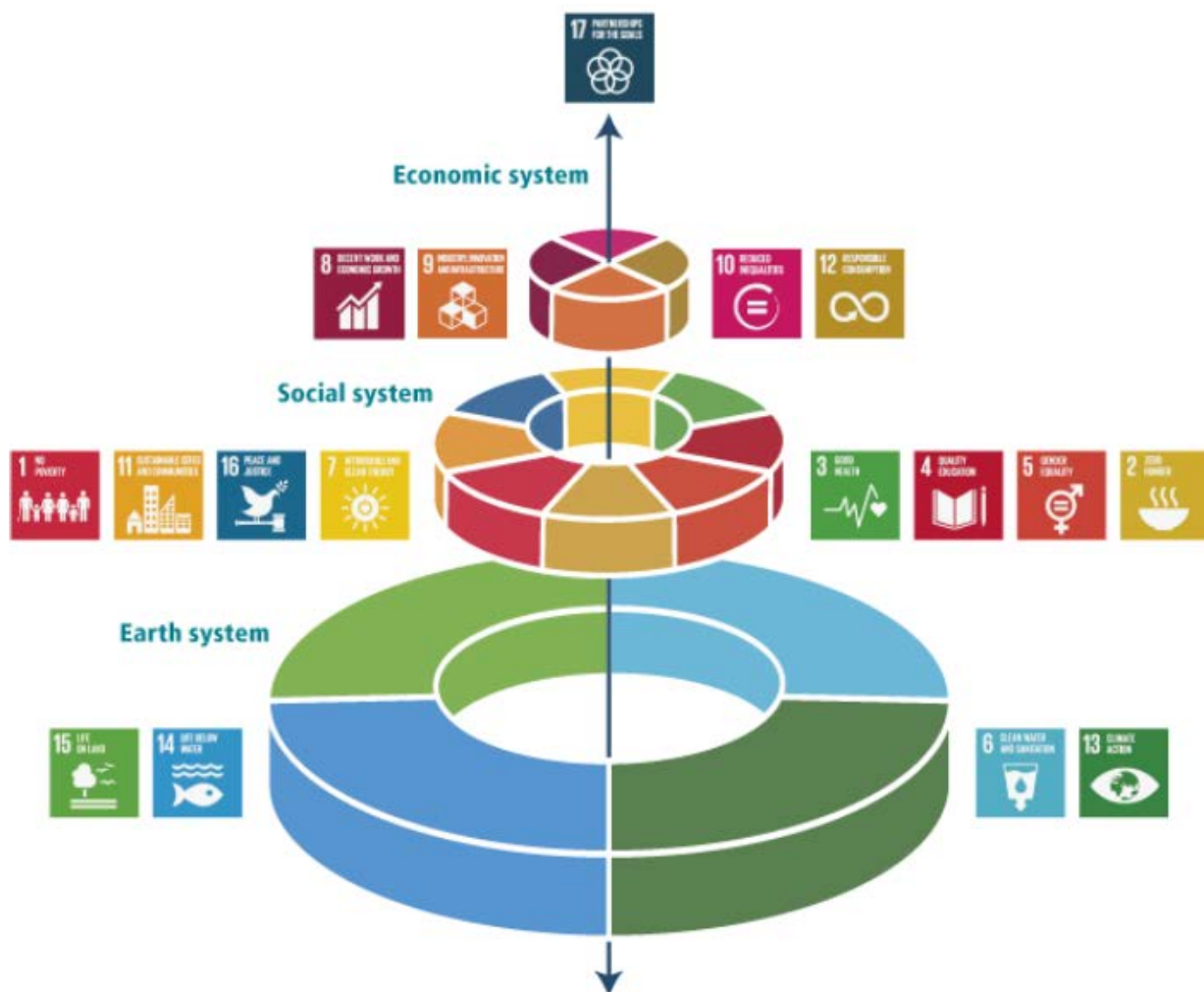
# Session #3: Water Users and Cross-Sectoral Climate Adaptation

## Session Objectives

The session highlighted the ways climate change affects water users and the different types of cross-sectoral approaches to climate change adaptation; summarized the challenges and opportunities water users face in adapting to climate variability; and identified the key elements of successful cross-sectoral adaptation strategies.

## Context

Water users and managers are already feeling the water-related effects of climate change, including changes in water availability, degradation of water quality, and increased frequency of extreme weather events. Globally, there are hotspots for exposure to water, land, and energy impacts; water risks also disproportionately affect the poor and vulnerable countries. Ultimately, water is a risk multiplier, but also a precondition for sustainable development (see Figure 1), and a solution enabler.



Source: Nakicenovic, Rockstrom, Gaffney & Zimm, 2016; Adapted from Roskröm and Sukhdev, 2006.

## Discussions

The panel discussion highlighted current climate change adaptation strategies employed by water users and managers, and included representatives from agriculture, industry, development banks, researchers, international associations, public utilities, and NGOs.

### *On innovative projects:*

- Unite downstream water users and upstream water protectors in a way that creates mutual benefits
- Wastewater and solid waste utilities in a city share infrastructure to lower energy and land usage
- Development banks use water funds and build institutional capacity to help climate adaptation
- Research on cost effectiveness of adaptation measures in a water basin in northeastern Brazil shows a combination of adaptation measures is more economically effective than one single measure and reaffirms the importance of data and research to selecting effective adaptation strategies

### *On lessons learned:*

- Water users and managers must conduct water risk assessments at the basin level and chose solutions that account for the largest water users
- Technologies and infrastructure may already exist, but investment is needed to spread and scale innovation
- The most effective adaptation strategies identify synergies between sectors and find solutions that help everyone
- The goal is to bring together the public and private sectors to work on the sustainable management of water resources, complete the SDGs, and combat climate change

## Conclusion

Collaborative, cross-sectoral adaptation is the most effective response to climate change: water challenges are cross borders and sectors, so the most successful responses occur when stakeholders act collectively. A proactive systems approach to the water-food-energy-climate nexus will provide resilience to climate impacts with greater efficacy than reacting solely to direct threats.

## **Speakers**

- Jason Morrison (Pacific Institute & CEO Water Mandate)
- Astrid Hillers (GEF Secretariat)
- Eric Soubeiran (Danone)
- Marlos De Souza (FAO)
- Luiz Carlos Xavier (Braskem)
- Tristan Milot (SIAAP) and Caroline Chal
- Mauro Nalesso (IDB)
- Layla Lambiasi (GVces)
- Houria Tazi Sadeq (COALMA)