



The CEO **Water** Mandate

# 2018-2020 ACTION PLATFORM

Overview





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## Overview: 2018-2020 Action Platform - Water Security through Stewardship

### Introduction

The [CEO Water Mandate](#) is a [UN Global Compact](#) water stewardship commitment platform implemented in partnership with the [Pacific Institute](#). Through endorsing the Mandate, companies of all industry sectors, sizes, and locations make a public commitment across six commitment areas and report annually on progress.

In addition to garnering stewardship commitments from companies around the world, the Mandate Secretariat (i.e., the joint UNGC-Pacific Institute team that implements and manages the Mandate initiative) also conducts applied research, develops best practice guidance and tools, facilitates on-the-ground collective action, and more to advance companies' water stewardship efforts. Beginning in 2018, all of this programmatic work is housed within the Mandate's *Water Security through Stewardship Action Platform*. The subset of highly engaged Mandate endorsers that wish to support, participate in, and guide the Mandate's programmatic work do so by becoming Action Platform members.

### Background on the Action Platform

Since 2017, the UN Global Compact's programmatic offerings have included [Action Platforms](#) on a wide range of topics - from peace to reporting to oceans. These Action Platforms offer the most highly engaged UN Global Compact signatories the ability to directly share, learn, and co-create leading practices on the array of interlinked sustainability issues covered by the UNGC's programmatic activities. Each Action Platform has a set of clear objectives that are achievable within a set timeframe, typically three years.

With an overarching goal of supporting achievement of Agenda 2030 Sustainable Development Goal (SDG) 6 (Water and Sanitation) and its impact on other SDGs, the *Water Security through Stewardship Action Platform* is one such Action Platform wholly focused on water security efforts around the world and is also now where the CEO Water Mandate's key programmatic work (including projects, focus areas, and working groups) resides. Launched in 2018, the Action Platform builds on the Mandate's decade-long leadership on stewardship and enables the initiative to develop and implement activities that advance water security.

The Platform brings together companies, UN entities, governments, NGOs, and other stakeholders to:

- Mobilize business leaders and learners to adopt and implement more advanced water stewardship practices;



- Test, refine, and scale leading practices, including setting corporate water targets, developing water accounting methodologies, creating impact metrics, pioneering drinking water, sanitation, and hygiene (WASH) solutions and climate resiliency measures;
- Foster local partnerships and policy engagements that advance water security;
- Support the UN Global Compact’s efforts to track business contributions to SDG6 and embed water and sanitation into other relevant Action Platforms.

Over the course of three years (2018-2020), the Mandate’s Action Platform is focusing on key goals and activities as outlined in the table below. The work is spread across four core areas: 1) building capacity of leaders and learners, 2) fostering respect and support of human rights 3) facilitating on-the-ground collective action, and 4) developing metrics and reporting approaches. These objectives are pursued within four associated focus areas and Working Groups:

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

## Benefits

Action Platform participation enables Mandate companies to join any of the four Working Groups. By joining the Working Groups, Action Platform members can:

- Get regular updates and insights on Mandate projects
- Inform and guide the strategic development of the Mandate’s core projects and initiatives
- Participate in the Mandate’s on-the-ground collective actions around the world
- Pilot test cutting-edge methodologies and practices

## Participation Fees

In addition to the UN 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 replaces the Mandate’s annual solicitation from years past.

| 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                                   | \$2,500   |
| < 25 m                      | \$1,250                                   | \$1,250   |

For example, a company with annual revenues of \$3 billion will need to make a \$15,000 annual contribution to the UN Global Compact Office and another \$15,000 (on an annual basis) to participate in the Action Platform.

# Action Platform: Water Security through Stewardship (2018 – 2020)



|   |   |
|---|---|
| <b>CEO Water Mandate Mission</b>        | Mobilize a critical mass of business leaders to address global water challenges through corporate water stewardship, in partnership with the United Nations, governments, civil society organizations, and other stakeholders   |
| <b>Action Platform Overarching Goal</b> | Build water stewardship capacity and facilitate collective action in support of the achievement of Sustainable Development Goal (SDG) 6 and its contributions to other SDGs   |
| <b>Action Platform Anchor Strategy</b>  | Engage UN Global Compact Local Networks to disseminate materials, garner commitments, boost use of online platforms, and broker and coordinate collective action partnerships   |
| <b>Key Performance Indicators</b>       | <ol style="list-style-type: none"> <li># of new CEO Water Mandate endorsing companies (<b>2020 target: 150 new endorsing companies</b>)</li> <li># of views for CEO Water Mandate capacity building resources (e.g., Hub, Toolbox, etc. (<b>2020 target: 1,000,000 views</b>))</li> <li># of organizations engaged in Mandate-related collective action projects and initiatives (<b>2020 target: 175 organizations</b>)</li> <li># of Mandate-related collective actions measuring progress against SDGs and other policy objectives (<b>2020 target: 5 projects</b>)</li> </ol> |

| Action Platform Focus Areas & Working Groups  |  |   |  |
|---|--|---|--|
| Direct Operations & Supply Chains   | Human Rights & WASH  | Collective Action & Policy Engagement   | Metrics, Indicators & Disclosure   |
| <b>Objectives</b>   |  |   |  |
| Increase the uptake of water stewardship best practice throughout value chains in key geographies and industry sectors by companies new to stewardship and more advanced practitioners                                | Increase business action to improve drinking water, sanitation, and hygiene (WASH) services in the workplace, in communities, and supply chains                      | <ul style="list-style-type: none"> <li>Increase public sector understanding of the contribution of stewardship to SDG6 and other policy priorities</li> <li>Promote effective multi-stakeholder projects in water-stressed regions</li> </ul> | <ul style="list-style-type: none"> <li>Enhance efficacy and use of water targets that reflect local context</li> <li>Enhance ability to measure the impacts of local stewardship initiatives</li> <li>Harmonize reporting metrics and definitions</li> </ul> |
| <b>Business Benefits</b>  |  |   |  |
| <ul style="list-style-type: none"> <li>Heightened awareness, motivation, and capacity of operational staff and suppliers</li> <li>Heightened awareness, motivation and capacity of other local water users</li> </ul> | <ul style="list-style-type: none"> <li>Avoid regulatory violations</li> <li>Strengthen worker health and productivity</li> <li>Boost brand and reputation</li> </ul> | <ul style="list-style-type: none"> <li>Mitigated basin risks; long-term security</li> <li>Enhanced relationships with stakeholders</li> <li>Proactive contribution to policy objectives; improved water governance</li> </ul>                 | <ul style="list-style-type: none"> <li>More informed and strategic decisions</li> <li>Reduced reporting burden</li> <li>Account for and demonstrate progress and impact of stewardship interventions</li> </ul>  |
| <b>Societal and Environmental Benefits</b>  |  |   |  |
| <ul style="list-style-type: none"> <li>Reduced water demand; drought resilience</li> <li>Improved water quality</li> <li>Enhanced ecosystem services</li> </ul>   | <ul style="list-style-type: none"> <li>Improved public health</li> <li>More productive economy</li> <li>Heightened gender equality</li> </ul>                        | <ul style="list-style-type: none"> <li>Mitigated basin risks; long-term security</li> <li>Improved water governance</li> <li>Stewardship efforts aligned to policy goals</li> </ul>   | <ul style="list-style-type: none"> <li>Enhanced corporate accountability</li> <li>More informed investment decisions</li> <li>Track progress against shared goals</li> </ul>   |



| Action Platform Focus Areas & Working Groups   |  |   |   |
|--|--|---|---|
| Direct Operations & Supply Chains  | Human Rights & WASH  | Collective Action & Policy Engagement   | Metrics, Indicators & Disclosure  |
| 2019 Planned Activities  |  |   |   |
| <p><b>Water Action Hub 3.0 launch</b><br/>Build out a “lessons learned” function to the Mandate’s online stewardship collaboration platform, the <a href="#">Water Action Hub</a>, while also promoting and expanding usership.</p> <p><b>Water Stewardship Toolbox upgrades</b><br/>Further develop, populate, and promote the Mandate’s online capacity building library, the <a href="#">Water Stewardship Toolbox</a>, with an emphasis on non-English and sector-specific resources.</p> <p><b>Developing informational materials</b><br/>Develop introductory materials (e.g., websites, brochures, videos, etc.) for the <a href="#">Water Stewardship Academy</a> that elucidate water risks, responses, etc. to be used as the basis of engagement with Local Networks, industry sectors, etc.</p> <p><b>Targeting priority sectors</b><br/>Engage at least 5 industry associations to promote stewardship. Analysis has identified the following possible priority sectors: apparel, beverage, food producers, mining, tourism, electronics, technology, energy &amp; chemicals.</p> | <p><i>Supporting <b>WASH4Work</b> activities including:</i></p> <p><b>Consolidated WASH standard</b></p> <ul style="list-style-type: none"> <li>• Complete and socialize a “consolidated WASH standard” by companies</li> <li>• Integrate WASH standard into other international standards systems (Fairtrade, Better Cotton, Roundtable on Sustainable Palm Oil, etc.)</li> </ul> <p><b>Implementing pioneering WASH interventions</b><br/>Incubate pioneering WASH practices with 2-3 groups of companies in strategic regions of interest which could look at implementation of good WASH in the workplace, communities where companies operate, or in supply chains</p> <p><b>Outreach and engagement</b></p> <ul style="list-style-type: none"> <li>• Roll-out of the Strengthening Business Case for WASH guidance developed by WaterAid with interested Mandate companies</li> <li>• Development of relevant case studies and expanded group of companies engaged in WASH4Work</li> </ul> | <p><b>Businesses for Water Security in the Noyyal-Bhavani (India)</b></p> <ul style="list-style-type: none"> <li>• Apparel sector-level led collective action</li> <li>• Finish basin and facility water assessments</li> <li>• Prioritize solutions to reduce facility and brand risk and address shared challenges</li> </ul> <p><b>California Water Action Collaborative</b></p> <ul style="list-style-type: none"> <li>• Continued leadership of the Metrics Working Group within CWAC, a consortium of roughly two dozen companies and NGOs</li> <li>• Implementation of the Sustainable Landscapes Project in Southern California</li> <li>• Scale this innovative collaboration model in California and possibly replicate it elsewhere</li> </ul> <p><b>Business Alliance on Water &amp; Climate</b></p> <ul style="list-style-type: none"> <li>• Promote peer learning and bring the business perspective to international discussions</li> <li>• Prepare for and engage in the UN Secretary General’s Climate Summit 2019</li> <li>• Contribute to UN World Water Development Report 2020</li> </ul> <p><b>WASH4Work</b><br/>Continue to serve as Secretariat for WASH4Work - a consortium of leading businesses, UN agencies, and NGOs working to develop tools and resources to support business action on WASH</p> | <p><b>Meaningful targets that reflect local context</b></p> <ul style="list-style-type: none"> <li>• Completion and final analysis of 3-4 pilots in California, India, South Africa, and Brazil</li> <li>• Launch guidance in Q4</li> </ul> <p><b>Impact metrics</b><br/>Develop and test metrics framework for measuring the impacts of the 9 CWAC collective action projects</p> <p><b>Towards a water protocol</b></p> <ul style="list-style-type: none"> <li>• Undertake a landscape assessment of existing water accounting, assessment, and reporting approaches and provide recommendations</li> <li>• Establish an expert Advisory Group</li> <li>• Develop for external comment a draft framework for a global water protocol</li> </ul> <p><b>Understanding shared water-climate benefits</b></p> <ul style="list-style-type: none"> <li>• Undertake an assessment to understand water-climate risks to businesses decision making</li> <li>• Develop a concept to measure water and carbon benefits for watershed investments</li> </ul> |



## THE CEO WATER MANDATE'S SIX CORE COMMITMENT AREAS:

### **Direct Operations**

Mandate endorsers measure and reduce their water use and wastewater discharge and develop strategies for eliminating their impacts on communities and ecosystems.

### **Supply Chain and Watershed Management**

Mandate endorsers seek avenues through which to encourage improved water management among their suppliers and public water managers alike.

### **Collective Action**

Mandate endorsers look to participate in collective efforts with civil society, intergovernmental organizations, affected communities, and other businesses to advance water sustainability.

### **Public Policy**

Mandate endorsers seek ways to facilitate the development and implementation of sustainable, equitable, and coherent water policy and regulatory frameworks.

### **Community Engagement**

Mandate endorsers seek ways to improve community water efficiency, protect watersheds, and increase access to water services as a way of promoting sustainable water management and reducing risks.

### **Transparency**

Mandate endorsers are committed to transparency and disclosure in order to hold themselves accountable and meet the expectations of their stakeholders.