Stockholm World Water Week Seminar
*Improving the Effectiveness of Corporate Water Stewardship Initiatives*

Ron Hoffer
Senior Sustainability Advisor
U.S. EPA Office of Water
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Note: PowerPoint prepared afterwards based on delivered remarks
Introduction

• Snapshot on my background
  • 20 years international development (World Bank & EPA)
  • >15 years domestic experience (EPA, State, Consulting)
  • Projects/field work and policy

• Reflections on the Guidelines
  • They are very comprehensive
  • But could be daunting since impossible to meet all (most?) objectives – but very valuable; wish I had them years ago as a guide
  • My experience shows one can make progress in an imperfect world
  • Examples follow
Watershed Stewardship Initiatives and Public Policy

• In developing countries, can:
  • Push technologies that are merely on the books
  • Help clarify implementation challenges/opportunities
  • BUT will draw a spotlight on companies and stakeholders – including compliance issues

• In developed countries, can:
  • Push beyond (assumed) regulatory compliance (e.g. companies in U.S. supporting watershed focus despite gaps at Federal level)
  • Enhance cross-sector actions (e.g. advancing combined heat and power plants -- helps air/water/local economy)
  • Advance technical innovation (e.g. citizen monitoring)
Further Contextual Issues

• Transparency -- moving forward in a less-than-ideal world:
  • Some issues can be managed with common sense (e.g. agreeing to attend conferences for per diem)
  • Others more complex (e.g. ensuring project goes forward in an overall setting that is not transparent)

• Shifting policy climate
  • Working with private sector in U.S. has been a priority of all recent administrations; crosses party lines
  • But beware of initiatives with different names/approaches to avoid losing credibility