

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

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September 2, 2014

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