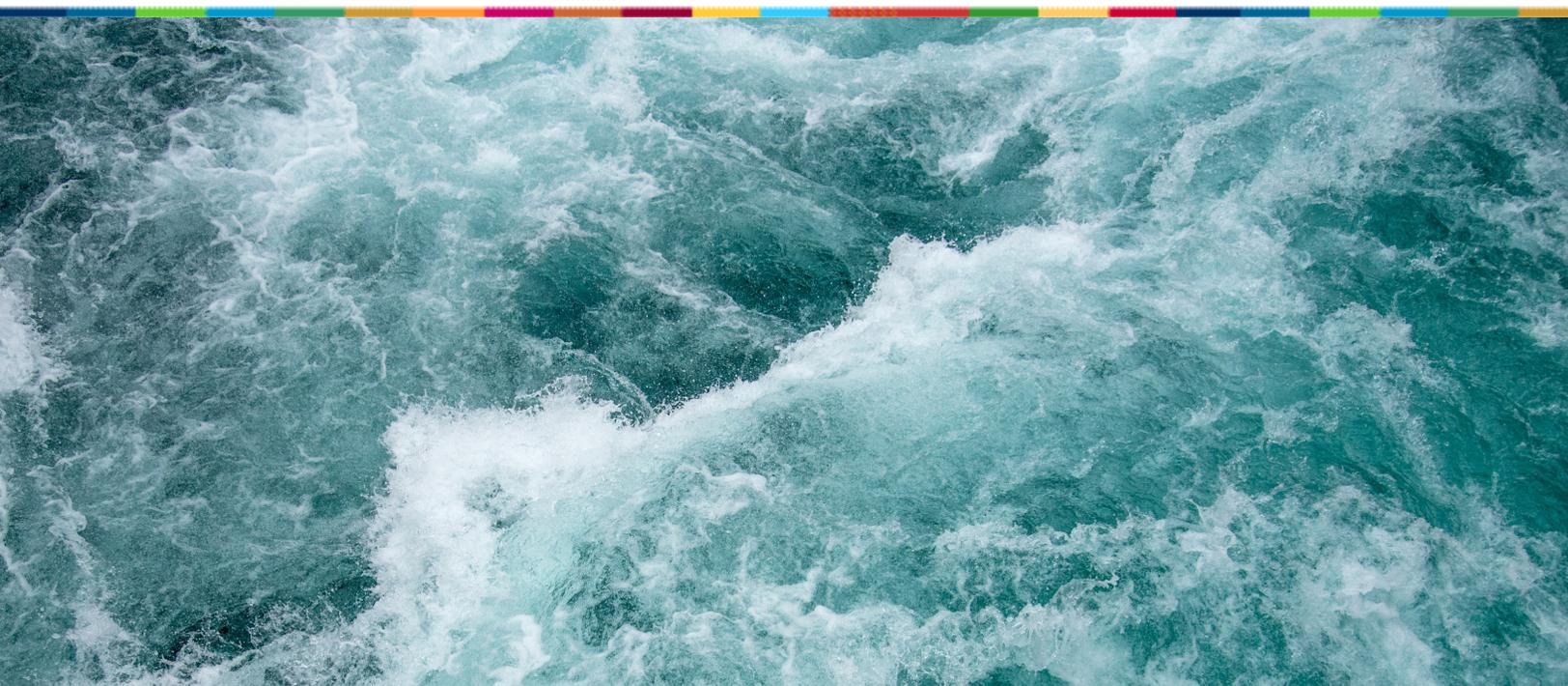


# The CEO Water Mandate's 2018-2020 Action Platform: Water Security through Stewardship

Introductory Brochure



CEO Water Mandate





# CEO Water Mandate

## 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 industries 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 supports companies' water stewardship efforts by conducting applied research, developing best practice guidance and tools, facilitating on-the-ground collective action, and more. 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 Sustainable Development Goal (SDG) 6 on Water and Sanitation and its impacts on other SDGs, the ***Water Security through Stewardship Action Platform*** is one such Action Platform focused on water security efforts around the world and is also now where the Mandate's key programmatic work resides. Launched in 2018, the Action Platform builds and expands on the Mandate's decade-long leadership in corporate water stewardship.

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

- Mobilize business leaders and learners to implement more advanced practices;
- Test, refine, and scale leading practices, including those related to company targets, accounting methodologies, impact metrics, WASH solutions, climate resiliency, and more;
- 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.



## Action Platform activities

From 2018 to the end of 2020, the Action Platform's 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 corresponding focus areas and Working Groups:

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

Each Working Group meets through digital conferences several times a year. The Mandate Secretariat also convenes an annual face-to-face Action Platform members' meeting coinciding with its annual multi-stakeholder conference at World Water Week in Stockholm in August of every year. This convening provides an opportunity for Action Platform members to discuss and explore the group's direction, approach, and objectives; provide feedback to the Mandate Secretariat; and more.

The table at the end of this document provides a more detailed overview of the Working Groups' various 2019 objectives, activities, and projects which Action Platforms can join and support. Details on our 2020 work plan are forthcoming.

## Membership benefits

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

1. Connect to a global network of businesses leading the conversation on water stewardship
2. Pilot and get early access to cutting-edge concepts, tools, methodologies, and good practices
3. Further demonstrate their commitment to and leadership on water to key stakeholders
4. Help shape the Mandate's projects and strategic vision

## CEO Water Mandate endorsement requirements

To become Action Platform members, companies must first become Mandate endorsing companies. Participation in the CEO Water Mandate is open to companies of all industries and locations so long as they have more than ten employees. To endorse the Mandate, all companies must first be UN Global Compact signatories or agree to become one within six months of endorsing the Mandate. All Mandate endorsing companies must report annually on progress toward the six commitment areas. Beyond UN Global Compact signatory fees, endorsing the CEO Water Mandate is free of charge.

To join the UN Global Compact, go to: <https://www.unglobalcompact.org/participation>

To endorse the Mandate, go to: [www.ceowatermandate.org/endorse](http://www.ceowatermandate.org/endorse)

## Action Platform requirements & participation fees

All Mandate endorsing companies are eligible to join the Action Platform. In addition to the UN Global Compact annual contribution, Action Platform participants will be requested to pay a platform participant fee based on a company's annual sales/revenue, as shown in the table below.



Annual Sales/ Revenue (USD)	Action Platform Annual Fee (USD)	Global Compact Annual Contribution (USD)
> \$5b	\$20,000	\$20,000
\$1-5b	\$15,000	\$15,000
\$250m – \$1b	\$10,000	\$10,000
\$50m – \$250m	\$5,000	\$5,000
\$25m – \$50m	\$2,500	\$2,500
< \$25m	\$1,250	\$1,250

For example, a company with annual revenues of \$3bn makes a \$15,000 contribution to the UN Global Compact Office and another \$15,000 to participate in the Action Platform every year.

### Tiers of engagement

In addition to the core level of engagement described above, we offer additional tiers of engagement for interested members. These tiers provide extra benefits and constitute higher levels of financial support.

#### Event Sponsorship Tier

The second level of fee sponsorship, “Event Sponsorship”, offers:

- Formal brand recognition at all Mandate working conferences, workshops, and webinars;
- Formal brand recognition on homepage of the Mandate’s [website](#).

The contribution for Event Sponsors is \$30,000 USD annually in addition to the fees described above.

#### Patron Sponsorship Tier

The third level of fee sponsorship, “Patron Sponsorship”, offers all the benefits of “Event Sponsors”, plus:

- Participation in high-level convening of Action Platform patrons, UN Global Compact Board Members, and UN Heads during General Assembly week
- Brand recognition in Action Platform materials, Mandate events, and Mandate publications
- Support navigating and working with UN Global Compact, Action Platforms, and Local Networks
- Special and early invitations to UN Global Compact flagship events and programmatic events
- First right of refusal for sponsorship renewal at the end of each calendar year

### Current Action Platform members

- |                        |                          |               |                    |
|------------------------|--------------------------|---------------|--------------------|
| 1. Abercrombie & Fitch | 12. Colgate-Palmolive    | 23. Levi’s    | 34. SANASA         |
| 2. ABInBev             | 13. Danone               | 24. Lydec     | 35. The Radisson   |
| 3. AngloAmerican       | 14. Diageo               | 25. Mars      | Hotel Group        |
| 4. Asia Pulp & Paper   | 15. Dow Chemical Company | 26. Merck     | 36. Teck Resources |
| 5. Bayer               | 16. Ecolab               | 27. Microsoft | 37. Unilever       |
| 6. BHP                 | 17. Engie                | 28. Nestle    | 38. Woolworth’s    |
| 7. Braskem             | 18. Firmenich            | 29. Netafim   |                    |
| 8. BRK Ambiental       | 19. Gap Inc.             | 30. Nike      |                    |
| 9. Coca-Cola Company   | 20. GlaxoSmithKline      | 31. PepsiCo   |                    |
| 10. Cargill            | 21. Heineken             | 32. PVH Corp. |                    |
| 11. Colgram            | 22. Hilton               | 33. RELX      |                    |

# Action Platform: Water Security through Stewardship 2019 Activities

<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>Improved 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> 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> 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> Develop introductory materials (e.g., websites, brochures, videos, etc.) for the <a href="#">Water Stewardship University</a> that elucidate water risks, responses, etc. to be used as the basis of engagement with Local Networks, industry sectors, and other stakeholders.</p> <p><b>Targeting priority sectors</b> 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> 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> 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> 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 elements**

### **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.

**[ceowatermandate.org](http://ceowatermandate.org)**