

# Strategic Plan (2021 – 2023)

The CEO Water Mandate is a UN Global Compact initiative that mobilizes business leaders on water and sanitation in support of the Sustainable Development Goals (SDGs), particularly SDG6. Endorsers of the Mandate commit to continuous progress against [six core elements of stewardship](#) and in so doing understand and manage their own water risks in order to build long-term water resilience. Some endorsers may also choose to join the Mandate’s Water Resilience Coalition, making additional ambitious time-bound, measurable and shared commitments to reduce water stress in key basins around the world and to build water resilience across value chains.



What makes the CEO Water Mandate special:

- Truly cross-sectoral** We strive to be the preeminent multi-sector leadership platform on water for business
- Our convening power** We bring together stakeholders from across the private, public, development, and not-for-profit sectors to share, inspire and act on water-related issues in line with the SDGs.
- A safe environment to learn** We create an open, transparent, and trusting environment where Mandate endorsers and other stakeholders can learn from each other’s challenges and successes.



## OUR MISSION

To 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.

**2021-2023 Focus:** Scaling the adoption of water stewardship practice by companies in critical geographies and industry sectors

## OUR STRATEGIC GOALS AND PRIORITIES

### FACILITATE INNOVATION AND DELIVER LEADING-EDGE THINKING

#### Develop new leading practice in water stewardship

Develop leading practice in collaboration with members and partners through a “learning-by-doing” approach and facilitating access to expertise and information on select topics, including:

- Responses to COVID & Resilient Water, Sanitation and Hygiene (WASH)
- Corporate Water Resilience Accounting and Impact Measurement
- Nature Based Solutions for Watersheds
- Corporate Water Resilience

#### Deliver an annual conference and other events and forums

Co-design and deliver events that focus on priority issues and opportunities for business such as at Stockholm World Water Week and at other UN organized Climate or water conferences.

### SCALE RESPONSIBLE PRACTICE AND DRIVE BASIN RESILIENCE

#### Recruit new companies and sectors to water stewardship

Support the recruitment of companies in specific industry sectors and develop mechanisms to retain companies already part of the Mandate as a means of scaling water stewardship.

#### Promote and support implementation of new guidance and tools

Ensure guidance and tools are accessible at the operational level, tailor guidance for industries, support the implementation of guidance for companies, and develop case studies to support uptake. Convene sessions for companies to share lessons learned from the implementation of leading practice.

#### Facilitate basin-level collaborative action

In collaboration with UNGC Local Networks, and through the leadership of the **Water Resilience Coalition**, facilitate the implementation of collective action to improve water-related outcomes, including enhancing water resilience in priority basins.

#### Spearhead accelerated stewardship action with measurable impact

Utilize the **Water Resilience Coalition** to accelerate action by companies in the adoption and implementation of leading stewardship practices with measurable impacts in water-stressed basins and across value chains.

#### Knowledge platform and resource library

Maintain a comprehensive one stop shop of tools and resources to implement water stewardship for companies across the stewardship maturity progression.

### RAISE THE PROFILE OF WATER & SHAPE THE ENABLING ENVIRONMENT

#### Facilitate business advocacy for sustainable water management and the important connections between water and climate

- Activate and amplify business sector’s voice in support of achieving the SDGs throughout the membership but particularly by drawing on the public outreach commitments of **Water Resilience Coalition** members. Raise awareness of the water-energy-carbon nexus within the business community.
- Represent and advocate for the role of business in sustainable water management and building long term resilience to the impacts of climate change at key international forums and in the development of relevant external standards.

#### Define the business role in water governance

Partner with an organisation(s) to define the private sector’s role in water governance and to support government action or policies on sustainable water management and basin resilience.

## OUR MEASURES OF SUCCESS



- Peer learning opportunities created (Target: 45 companies share knowledge and leading practice)
- Innovative initiatives and programs delivered (Target: 4 initiatives delivered on time/budget with member support)



- Growth in membership and level of member engagement (Target: 150 new endorsing members, improved level of engagement)
- Uptake and implementation of new/existing products (Target: 40 companies set / commit to setting contextual water targets)
- Implementation of high-impact multi-stakeholder collaborations in priority water stressed basins (Target: 5)



- Active representation of the business voice for water (Target: 3 external standards and/or policies influenced)
- Engaged in public policy (Target: 6 international, regional, or national water related public policy forums presented at)