Endorsers Meeting

9/10 March 2022

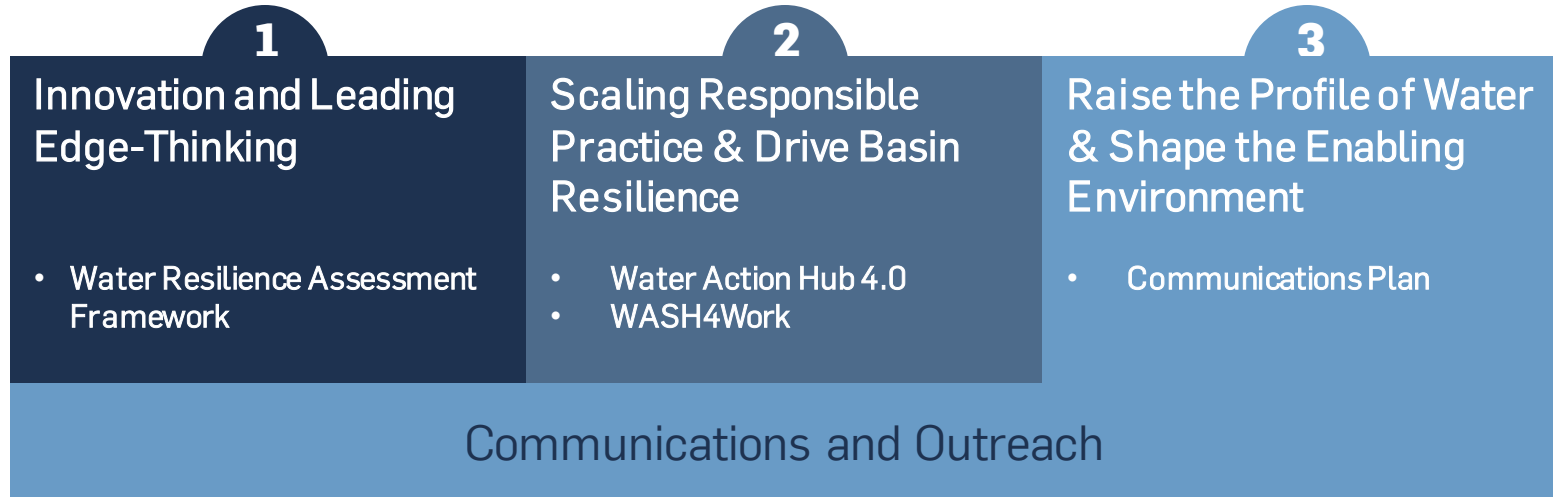# AGENDA

Welcome   (5 minutes)

Water Resilience Assessment Framework (20 minutes)

WASH4Work   (20 Minutes)

Water Action Hub 4.0   (15 minutes)

Communications and Events   (20 minutes)

Engagement   (10 minutes)

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CEO Water Mandate 2021-2023 Strategy

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

1	**2**	**3**
Innovation and Leading Edge-Thinking	**Scaling Responsible Practice & Drive Basin Resilience**	**Raise the Profile of Water & Shape the Enabling Environment**
• Water Resilience Assessment Framework	• Water Action Hub 4.0 • WASH4Work	• Communications Plan

Communications and Outreach

Water Resilience Assessment Framework

Project Partners

Why water resilience?

- Climate change, population growth, other anthropogenic impacts and extreme events can bring **dynamic changes to water systems**.

- Shocks and stresses can **change the system either gradually, abruptly, or unpredictably**.

- Organizations need to think about **how to build resilience** to future shocks and stresses.

The Water Resilience Assessment Framework (WRAF) informs resilient decision-making to avoid shocks and stresses from becoming crises.
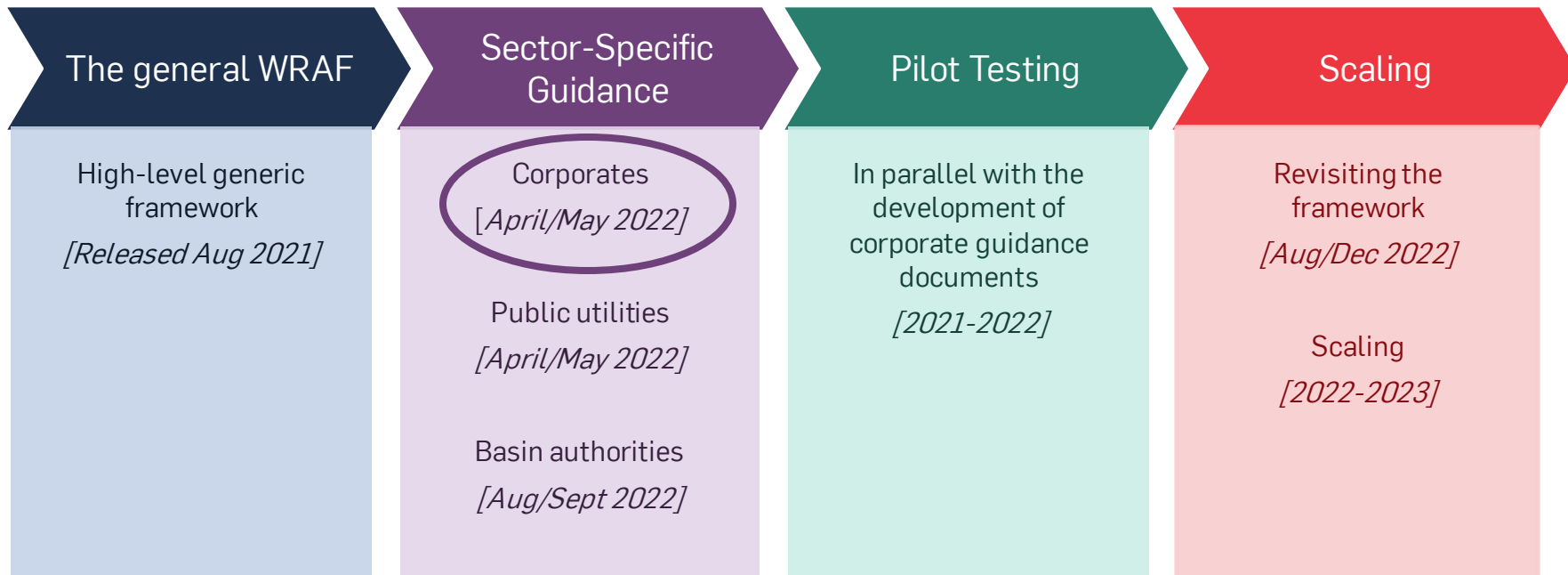
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WRAF project

A globally accepted **Water Resilience Assessment Framework** (**WRAF**) that supports consistent and coherent measures and strategies to assess basin level water system resilience and encourage the contribution of stakeholders, individually and collectively, to resilience.
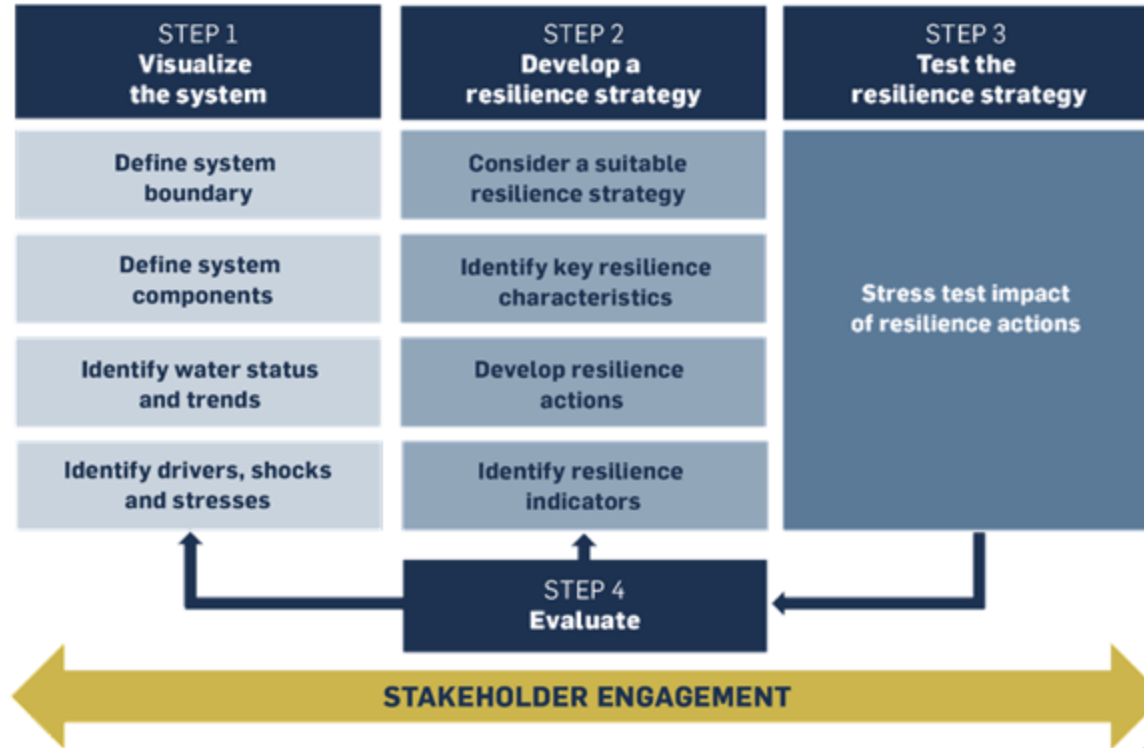
Project Goals

- **Develop a globally accepted, comprehensive assessment framework** that helps to build water resilience at the basin scale for all stakeholders;

- Encourage a **critical mass of stakeholders** to jointly develop **water resilient practices**; and

- Accelerate the attainment of water security in all contexts, in support of the **realization of the UN's SDG on water and water dependent sectors**.

Key deliverables/timelines

The general WRAF	Sector-Specific Guidance	Pilot Testing	Scaling
High-level generic framework [Released Aug 2021]	Corporates [April/May 2022] Public utilities [April/May 2022] Basin authorities [Aug/Sept 2022]	In parallel with the development of corporate guidance documents [2021-2022]	Revisiting the framework [Aug/Dec 2022] Scaling [2022-2023]

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The Water Resilience Assessment Framework

Step 1: Visualize the system

Define the system

- The water system can transcend basins.
- Water resources can be "hidden" in other systems, such as energy, transport, and telecommunications.
- The system boundary can change over time.

Water status and trends

- Need to identify the types of changes we are facing and foreseeing how those changes affect critical system processes.

Freeman et al. (2020)
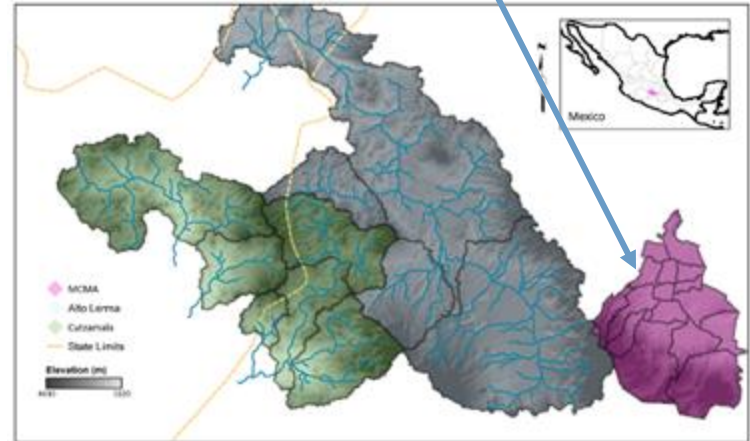
Shocks, stresses, and system changes

Short-term disruptions	Gradual long-term disruption	Sudden long-term disruptions
No major shift in mean conditions relative to the past.	Often gradual changes in mean conditions, such as increasing or decreasing annual precipitation or sea-level rise.	More radical change that can lead to major adjustments in a system.

Step 2: Develop a resilience strategy

Assessing your system allows you to select the appropriate resilience strategy.

Disruption

Resilience strategy

Disruption	Resilience strategy	
Short term	Persistence	Returning to a stable state
Gradual long term	Adaptation	Gradual, predictable system change
Sudden long term	Transformation	Fundamental system shift

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Step 2: Develop a resilience strategy

2.1 Strategy	2.2 Characteristics	2.3 Actions	2.4 Indicators
How do you respond to system changes?	What elements need to be prioritized?	What interventions can be implemented by the stakeholder?	How can we assess the degree of success for a chosen set of actions?

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2.2 Resilience characteristics

Robust
- performs **reliably and effectively** under a wide range of conditions

Redundant
- has **spare capacity intentionally created** to accommodate disruption, extreme pressures or demand surges

Flexible
- **can be altered and adapted** in response to potential damage or adjusted to take advantage of opportunities

Integrated
- components are **linked and coordinated**

Inclusive
- has **mechanisms for** broad consultation and **engagement of diverse individuals and communities**, including the most vulnerable groups

Just and equitable
- ensures that all stakeholders within a system are provided with **equitable water access, rights and allowances**

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2.4 Categories of Resilience Indicators

Biophysical	**Climate, ecology and hydrology** • flow regime and the seasonality of water bodies, habitat and waterbody connectivity throughout the system, • level of temporal and spatial modification of the eco-hydrological systems, such as from infrastructure development, runoff patterns, frozen water resources (snowpack and glaciers) and groundwater recharge conditions.
Institutional	**Regulatory, legal, governance and management** • cohesion in policy and practice, transparency, feedback mechanism, risk assessment indicators etc.
Socio-economic	**Social, cultural and economic** • social cohesiveness of a community, the willingness or ability to pay for certain services, • levels of traditional, cultural or scientific knowledge or education, • economic status.

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First Tier

Resilience characteristic	First Tier indicator	Measure	Score range	Notes on First Tier indicator	Assessment level
Redundancy	Percentage of surplus water-related goods and services from diverse sources present or available in the system	Low; medium; high	Low (<2%) Medium (2-5%) High (>5%)	This means that the system has surplus resources or capacity to operate if primary goods/services go down. For example, a corporate typically relies on surface water. In the case of unprecendented demands or low supplies from surface water, the corporate can still meet demands if they have designed additional systems to secure water, e.g from groundwater (assuming that the source has capacity to meet the	Site and System

Second Tier

System component	System sub-component	Second Tier indicator	Measure	Score range	Notes on Second Tier indicator	Assessment level
Socio-economic	Access to funds	Emergency financial reserves to operate and maintain the system	Low Medium High	Low (<2% of the overall water-related O&M budget) Medium (2-5% of the overall water-related O&M budget) High (>5% of the overall water-related O&M budget)	Is there sufficient budget ring-fenced specifically for O&M during emergency situations?	Site
Institutional	Governance	Capacity within institutions to govern water systems	None Insufficient Sufficient	The score could be based on a value judgement/a qualitative assessment.	For example, in a hybrid irrigation management system, main canals and flood gates are normally operated and maintained by the government, whereas the tertiary and branch canals are often by Water Users Associations. In the case of emergency, when the government or the associations are not responsive enough, are there enough governance options (regulations, finances and capacity) for downstream users (farmers) to operate the upper level of the system as well?	System
	Operations/system management	Capacity within the institutions to manage the water systems	None Insufficient Sufficient	The score could be based on a value judgement/a qualitative assessment.	Number of staff able to fulfill the roles in the organization. If the system enginer goes for an unexpected absence, are there enough existing personnel to handle the rols and responsibilities to meet the shortfall?	Site and System
Bio-physical	Built infrastructure	Capacity built into the back-up system	None Insufficient Sufficient	The score could be based on a value judgement/a qualitative assessment.	Does the system have additional capacity built inside such that it can still provide the desired level of goods and services e.g. if the uv-filtration system fails, do they have alternate systems to be able to undertake these functions? This also includes emergency supply reliability.	Site and System
	Built infrastructure	Factor of safety in the design, operation and maintenance of the physical infrastructure	Low Medium High	Low (<20%) Medium (20-50%) High (>50%)	If the flood return period is taken as 1250 years, it has a higher degree of redundancy built in compared to that with a return period of 500 years.	Site and System
	Natural infrastructure	Ability of the constructed/natural ecosystem to provide additional goods and services	Poor Good Excellent	Poor (<20%) Good (20-50%) Excellent (>50%)	Constructed and naturally occuring habitats (examples wetlands and riparian and aquatic habitat) can store, treat and release water. These goods and services are dependent on the size, location and condition of the habitat. Fort example, the larger the size, the greater the ability to hold and filter water; upstream habitat location can provide additional benefits to downstream locations; the more intact the wetland system greater the ability to function optimally.	Site and System

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Scoring visualization

First tier   Second tier

		Socio-economic	Access to funds	(green)
		Institutional	Regulatory	(yellow)
			Regulatory	(green)
Robustness	(green)		Regulatory	(green)
			Governance	(green)
			Governance	(yellow)
		Bio-physical	Spatial heterogeneity	(red)
			Spatial heterogeneity	(green)
			Spatial heterogeneity	(green)
			Built infrastructure	(green)
			Built infrastructure	(yellow)
			Technology	(green)

Step 3: Test the resilience strategy

Determine the relative impact and utility of resilience actions under a range of plausible future scenarios

Can be quantitative or qualitative

Step 4: Evaluate

Revisit and refine previous steps based on the result of the stress test
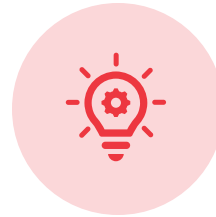
After implementing actions, monitor impact of actions and evolving external conditions and stressors, and possibly revisit the WRAF at a future point

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CORPORATE SECTOR

WATER UTILITIES AND URBAN SECTOR

BASIN AUTHORITIES AND PLANNERS

Contact: Ashok Chapagain
Project Coordinator – WRAF
akchapagain@pacinst.org

Call for engagement

Piloting in one specific corporate setting

Piloting jointly in a basin with corporate and public utilities

Collaborating or funding in upscaling and outreach activities

Engaging in developing the guidance document for basin authorities

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Who are the WASH4Work Coalition Partners?

- **34 multi-stakeholder partners** collaborating to elevate private sector leadership on WASH
- **22 business leaders** demonstrating best practice on WASH in the workplace, value chains & communities
- **12 global WASH expert organizations**
- **WASH4Work Secretariat** hosted by the UN Global Compact's CEO Water Mandate Initiative
- **WASH4Work Chairs:** WaterAid & Diageo
- **WASH4Work Steering Group:** CWM, Coca-Cola, Diageo, GAP, TBC, UNICEF, Unilever, WaterAid, Xylem

ABOUT WASH4Work: Our Vision

WASH4Work is a multi-stakeholder initiative launched in 2016
to mobilise business action on water, sanitation and hygiene (WASH)
in workplace operations, in communities where companies operate, and across supply chains.

WASH4Work aims to:
- Demonstrate business leadership on WASH in the workplace
- Share knowledge, leading practice and advocate best-in-class standards
- Continuously evolve the business case for prioritising WASH in corporate water stewardship
- Connect members to scale up WASH impact
- Build consensus and support the implementation of resilient WASH actions

Growth in Business Actions on WASH

Prioritizing WASH in Corporate Water Stewardship

WASH4WORK Members by Continent

- Africa 5.9%
- North America 35.3%
- South America 8.8%
- Europe 38.2%
- Asia 5.9%
- Australia 5.9%

WASH4WORK Members by Country

- South Africa 6.3%
- Switzerland 9.4%
- United Kingdom 12.5%
- France 3.1%
- Scotland 3.1%
- Belgium 3.1%
- Germany 6.3%
- India 3.1%
- Australia 6.3%
- Brazil 6.3%
- United States 40.6%
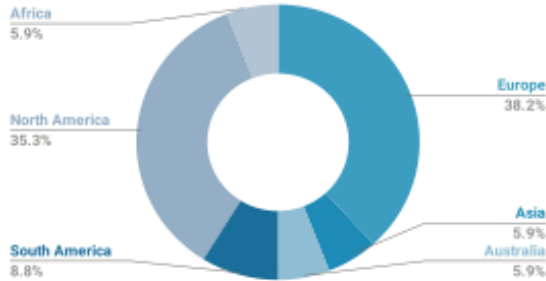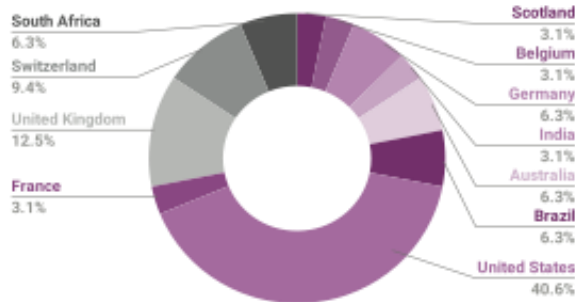
WASH4WORK Members by Industry

- Non-Profit 2.9%
- Utilities 2.9%
- Energy/ Chemicals 2.9%
- Technology 2.9%
- Communication 2.9%
- Apparel 8.8%
- Oil/Gas 2.9%
- Pharmaceutical/Health 5.9%
- Waste management 2.9%
- Consumer Goods 8.8%
- NGO 35.3%
- Food/Beverage 20.6%

WASH 4WORK

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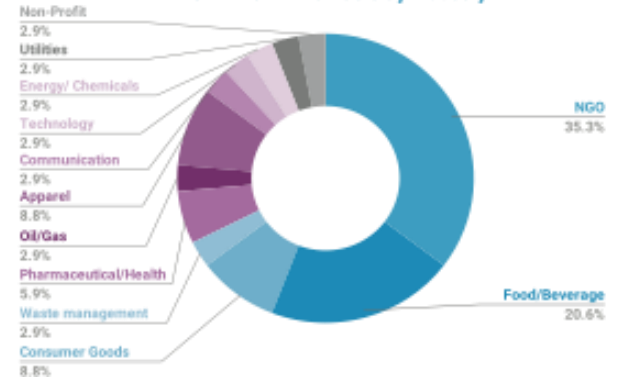
Insights 2020-2021

SECTION 1.
The Business Case For Investing In WASH As A Corporate Water Stewardship Priority

SECTION 2.
Best Practice—How Companies Are Taking Action On WASH

SECTION 3.
Raising Our Ambition To WASH Resilience

Raising Our Ambition
To WASH Resilience

UNLOCKING THE CO-BENEFITS OF
WATER, SANITATION AND HYGIENE
IN CORPORATE WATER STEWARDSHIP

INSIGHTS PAPER, DECEMBER 2021

WASH
4 WORK

WASH
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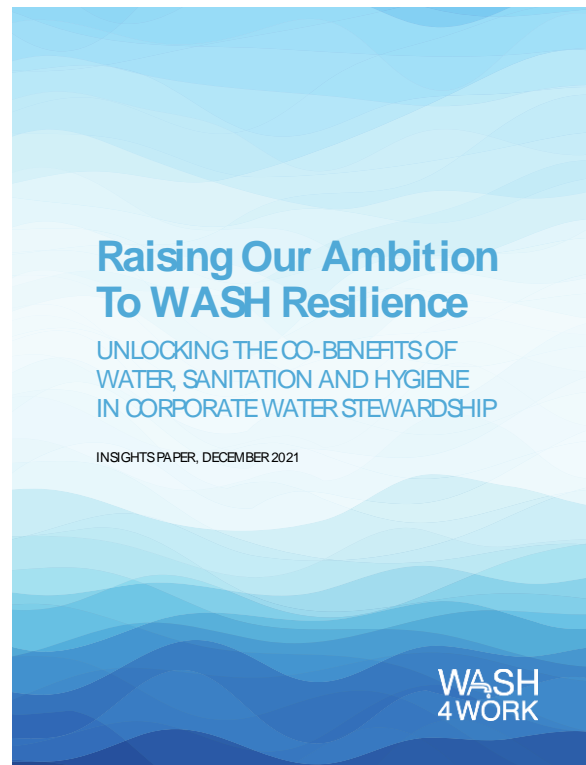
SECTION 1:

The Business Case for Investing in WASH

Direct business benefits - core business value

- Absence
- Productivity/efficiency
- Quality (such as reduced error rates)
- Staff turnover y Operational costs
- Healthcare/clinic costs

Indirect business benefits - wider purpose

- Employee loyalty, satisfaction
- Brand value & Reputation
- Social licence to operate
- Labour relations
- Supplier loyalty
- Supply chain resilience
- Improved economic climate

2018

Strengthening the business case for water, sanitation and hygiene

How to measure value for your business

DIAGEO
Gap Inc.
Unilever

In association with PwC and ODI

WaterAid

2021

Mission-critical: Invest in water, sanitation and hygiene for a healthy and green economic recovery

WaterAid

Co-benefits of WASH include:
Health, Environmental, Socioeconomic, Resilience

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How Companies Are Taking Action on WASH

THE WASH ENGAGEMENT JOURNEY IN CORPORATE WATER STEWARDSHIP

WASH Awareness: Understanding the Business Case for Investing in WASH

1 Including WASH In Corporate Water Stewardship

2 Applying Business Expertise and Innovation to WASH

3 Collective Action on WASH

4 Standards, Reporting and Disclosure

WASH Resilience: Business Action to Cope with the Impacts of Climate Change

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WASH TOOLBOX

Leveraging Member Expertise

1 — Including WASH In Corporate Water Stewardship

2 — Applying Business Expertise and Innovation to WASH

3 — Collective Action on WASH

4 — Standards, Reporting and Disclosure

WASH Pledge

WASH Innovations

Water Action Hub

5,653 Locations 1,096 Organizations 1,698 Projects
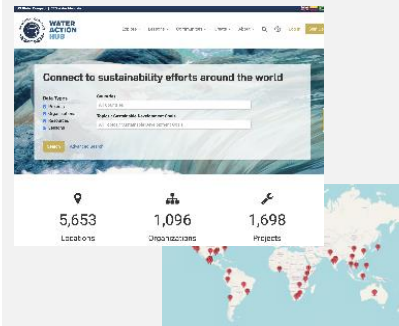
CDP and AWS Standard 2.0

Raising Our Ambition to WASH Resilience

In Partnership:
WASH4Work and the Water Resilience Coalition

- Leverage WASH4Work expertise to define and build consensus on Resilient WASH

- Elevate WASH expertise to a broader group of senior business leaders

- Bring WASH expertise to, and directly engage in, Collective Action to build water resilience at scale in water stressed regions

Increasing resiliency in the face of climate change How WSS systems and financing can adapt to meet the challenge

As human-caused climate change accelerates, it is destabilizing all aspects of water supply and sanitation (WSS), including the goal of universal access. Climate change raises grave considerations for WSS systems, and most urgently for the needs of people living in poverty. We know that WSS solutions must be part of climate action or they become part of the problem. In a comprehensive white paper, Water.org and the Pacific Institute identified innovative financing and approaches that can make WSS systems more resilient to climate change, lower in emissions, and more accessible to everyone.[*]

Global risks at the tap

Climate change and water and sanitation have an interwoven connection, with each affecting the other. Water resources are affected by shifting precipitation patterns that generate both floods and droughts, and by rising seas that threaten to spill into freshwater sources. Reversely, WSS systems are impacting the climate by generating needless greenhouse gas emissions through inefficiencies and the use of fossil fuel sources. These effects impact how we must think about the design of WSS systems. It is no longer appropriate to design systems for historical conditions without considering future impacts of climate change.

Innovative financing is well positioned to meet these risks by:

- Upgrading WSS systems to withstand local changes and extreme events
- Raising energy efficiencies and reducing emissions in the water sector
- Bringing affordable financing to people living in poverty so they can invest in their own climate-smart solutions

Inequitable impacts

Many people living in poverty are most vulnerable to climate change. Today, 785 million people - 1 in 9 - live without access to basic water services and the 2 billion - 1 in 3 - live without basic sanitation. The women and children who perform the labor of obtaining water and managing traditional WSS systems will experience some of the worst consequences. Communities with limited access will suffer disproportionate health burdens, as they already do, from unsafe water and sanitation. Those with improperly managed sanitation will be 11 times more likely than others to have contaminated groundwater.

For all of these reasons, climate change could slow the progress of achieving the Sustainable Development Goals. There will be no chance of reaching Goal 6 – water and sanitation for all – if the current situation of poverty and inequity gets worse. Too many communities lack the financial resources to build or upgrade WSS systems, or to rebound from extreme events. While Goal 6 aims for all communities to climb the ladder towards safely managed water and sanitation, climate impacts can push them back down.

Transforming WSS systems to mitigate climate change

Investments in water and sanitation at the household, community, or utility level can transform lives and improve the environment. Smart project choices enhance the management and efficiency of utilities, reduce water losses, and spur the transition to renewable energy options. In fact, water systems even have the potential to go beyond carbon neutrality: if the energy flushed away in domestic wastewater can be harnessed through biogas recovery rather than released into the atmosphere, treatment facilities can become a power source.

Actions to reduce the climate vulnerabilities and carbon emissions of WSS investments

Protected wells	Protect groundwater and reduce contamination sources
	Shift to deeper, more protected aquifers
	Use energy-resilient pumps to continue operating during extreme events
Protected springs	Expand short-term storage
	Enhance land-use protection for water quality
Rain harvesting	Expand local storage
	Diversify source availability
Toilets	Build ventilated improved pit latrines or septic tanks to be flood resilient
	Design composting toilets for effectiveness in a greater temperature range
Water supply utilities	Repair leaks
	Expand options for filtering and treating different contaminants
	Protect storage from contamination and extreme flooding
Sanitation utilities	Safely manage wastewater to avoid contamination
	Capture biogas to meet energy needs
	Reuse water
Environmental investments	Protect watersheds for water recharge
	Emphasize water conservation and reduce water loss

[*] Heather Cooley, Peter Gleick, Mai-Lan Ha, Jiahong Lou, Irving Mintzer, and Sonali Abraham, Climate Change: Water Supply and Sanitation Financing, Pacific Institute, September 2019.

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2022 WORK PROGRAM

1. Amplifying Business Leadership

2. Evolving Best Practice & Standards

3. Defining the Business Case

4. Connecting Members for Scale

5. Building Consensus on WASH Resilience

WASH 4 WORK

WASH 4 WORK | UN GLOBAL COMPACT CEO WATER MANDATE | Co-Secretariat PACIFIC INSTITUTE

Call for engagement

Accelerate Your WASH Goals and CWM Commitments

1. Amplifying Business Leadership

- Share reporting on WASH actions for collective business impact
- Advocate WASH actions via external events & webinars

2. Evolving Best Practice and Standards

- Share leading practice for implementing WASH in the workplace
- Work with peers to continuously improve
- Advocate best practice standards

3. Defining the Business Case

- Measure direct and indirect business benefits

4. Connecting Members for Scale

- Share WASH projects in the Water Action Hub
- Identify companies & experts to partner with in common geographies

5. Consensus Building on WASH Resilience

- Participate in W4W dialogues to help define and build consensus on WASH resilience

Contact: Cheryl Hicks
Senior Advisor, WASH4Work
cheryl-hicks@pacinst.org

WASH 4 WORK

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Water Action Hub 4.0

Vision for a Unified Digital Tool

• **Accelerates uptake** of leading corporate water stewardship practice by offering the business community a unified tool ecosystem

• **Benchmarks a company's performance** against industry peers

• **Presents tailored suggestions** for improvement based on the company's unique progress along the water stewardship journey

The NEW Hub

Components of the Water Action Hub 4.0

1. Self-assessment

2. Scorecard and next steps

3. Resource Library

4. Collective Action Hub

1. SELF-ASSESSMENT

Understand your current water performance
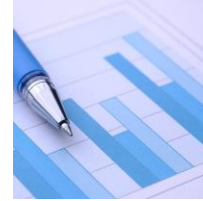
Assessment Draws on Existing Platforms

- Questions modeled after CDP and GRI

- Goal is to make assessment easy and quick to complete.

2. SCORECARD AND NEXT STEPS

Receive customized guidance based on your unique journey

Benchmark your progress against industry peers

- Scorecard helps identify most relevant tools for companies

- Graphics are designed to be shared internally with C-Suite or externally as part of sustainability report.
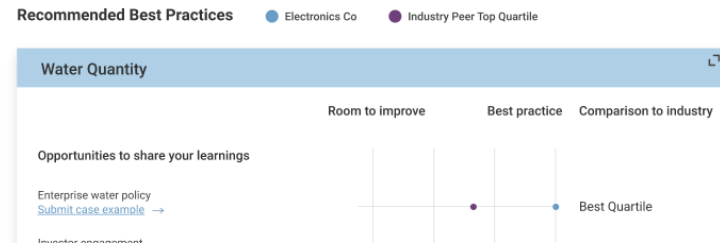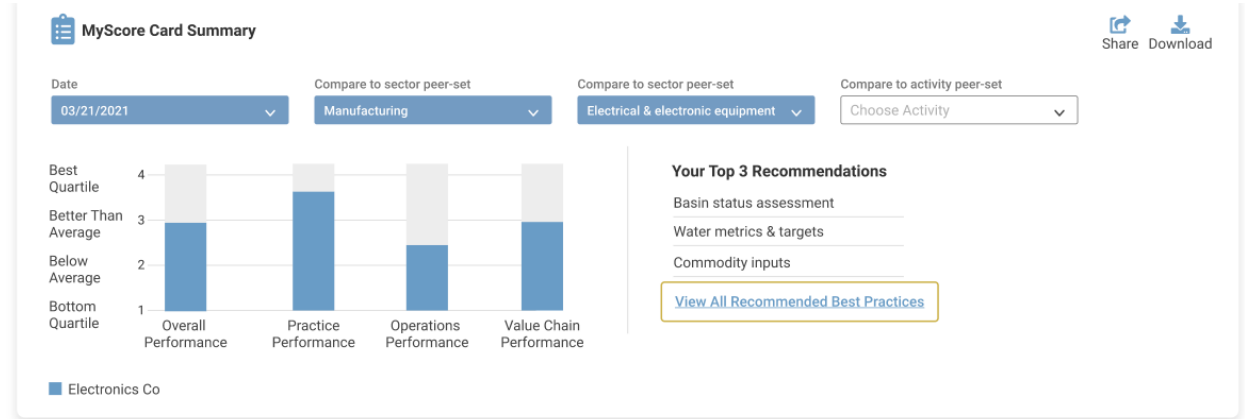
3. RESOURCE LIBRARY

A comprehensive toolbox of stewardship resources

Making Stewardship Resources Available

- For businesses, the Library highlights next steps.

- Library offers resources for NGOs and agencies too.

- Continuously updated

4. COLLECTIVE ACTION HUB

Catalogue your good work and catalyze new partnerships

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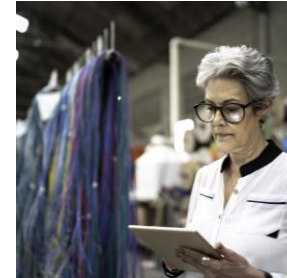
Expanding Collaboration

- Free global online collaboration and knowledge-sharing platform.
  - More than **1,000 organizations** and **1,700 projects**.
  - Businesses, NGOs, technology providers, agencies, and others.

Next steps

- Currently polishing and refining tool

- Launch planned for August 2022

- Mandate endorsers will receive early access in spring
  - "Beta testers" in select industries will receive special assistance
  - Mandate team will assist you to take the Hub 4.0 self-assessment
  - Your feedback is highly valued!
  - Contact: Mark Cassalia (mcassalia@pacinst.org) or Ian Hoyt (ihoyt@pacinst.org) or Leo Rodriguez (lrodriguez@pacinst.org)

Next steps

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Communications and Events

2021 IN REVIEW

74 MENTIONS IN NEWS OUTLETS

11%

31%

25%

8%

1%

24%

Forbes

FT FINANCIAL TIMES

TOI
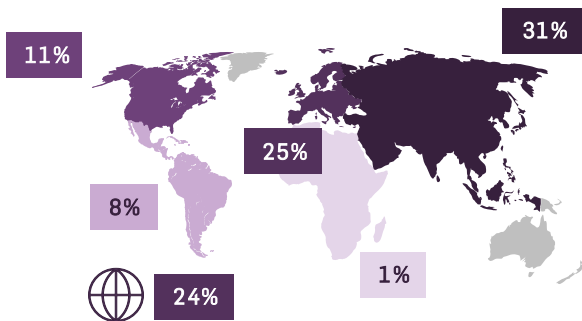
SCIENTIFIC AMERICAN 科學人

GreenBiz

globo

During 2021 we had a healthy presence in media outlets. **59% of mentions happened during Q3 and Q4 of the year.**

30

20

10

0

Q1   Q2   Q3   Q4
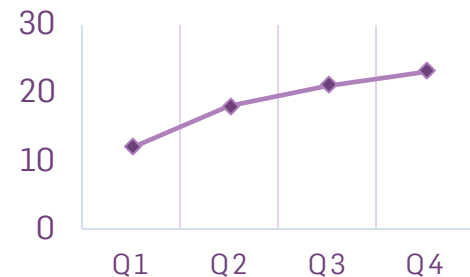
Our mentions were balanced between promoted content and organic news articles. We will work towards moving this relation to **60% earned / 40% promoted**

51%   49%

■ Promoted   ■ Earned

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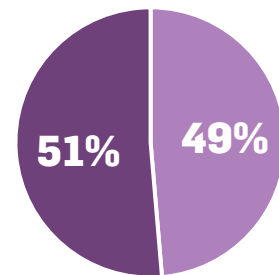
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2021 IN REVIEW

EVENTS

+15k
Views and attendees across events

DIGITAL

WEBSITE

+348k total page views on our website

 H2O_stewards

1.3% average engagement

14% follower growth

NEWSLETTER

68% subscriber growth

+10.2k subscribers

COMMS AND EVENTS PLAN 2022

OBJECTIVE

Position the CEO Water Mandate as the **leading organization for businesses to engage in the water stewardship journey and act on water resilience**, supporting the recruitment of at least **50 new companies by the end of the year** while maintaining current endorsers.

OUR THEMES

- **Act on water**
- **CWM for all**
- **Water Connection**

MAIN AUDIENCES

Private Sector	Social Sector	Public Sector	United Nations
UNGC members (non-CWM endorsers)	Renowned NGO Presidents	Heads of State	UN Global Compact leadership
CWM endorsers	Strategic Media	G-Suite	GC Local Networks directors
Board members	NGO Managers / Researchers	Heads of public commissions	UN Water leadership
CEOs, CFOs, CSOs and C-Suite	Individual donors		
Industry Associations (WBCSD/WEF included)	Activists / Community leaders		

48

COMMS AND EVENTS PLAN 2022

OBJECTIVE

Position the CEO Water Mandate as the **leading organization for businesses to engage in the water stewardship journey and act on water resilience**, supporting the recruitment of at least **50 new companies by the end of the year** without losing any current endorsers through:

- **Empowering our Endorsers**
- **Promoting Thought Leadership**
- **Reinforcing our Brand**

Comms Task Force and Distribution List

Engagement Spaces

Comms opps mechanism

Media Strategy

CWM Events Strategy

CWM Campaigns (MAR/JUN/AUG/NOV)

UN Global Compact LN Strategy

Brand Guidelines

Website Redesign

Social Media Strategy

Asset Refresh

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GENERAL COMMS CALENDAR

EVENTS

LEADERHSIP

BRAND

	WWD 2022		WEF Davos	Leaders Summit		WWW	Pre-COP27	COP27

WWD 2022
22 MAR

UNGC Academy
04 APR

WEF Davos
22 - 26 MAY

Leaders Summit
1 - 2 JUN

WWW
23 AUG - 01 SEP

UBL
19 – 21 SEP

Pre-COP27
TBD

COP27
07 - 18 NOV

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
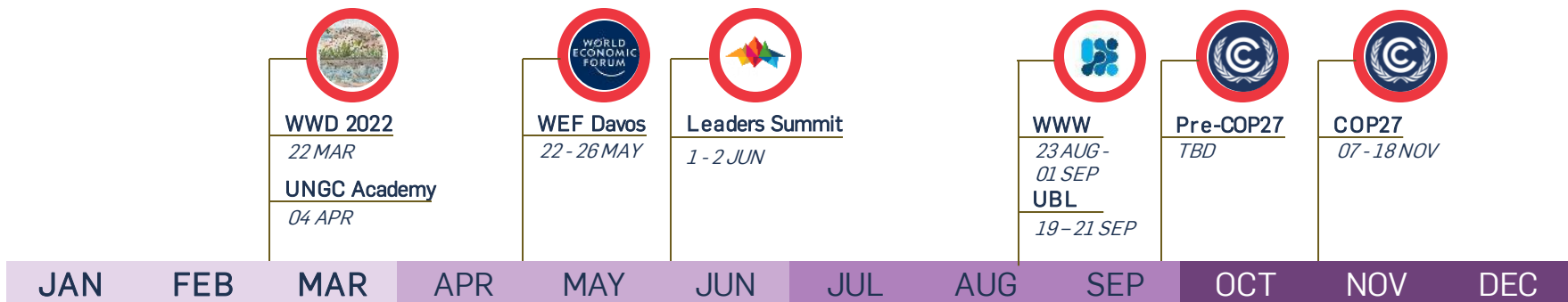
Water Resilience
Net Positive Water Impact (WRC)
WASH and Groundwater (W4W)

Water & Business
Innovative Financing (WRC)
Human Impact Stories (WRC)

World Water Week

Water Resilience
Innovative Financing (WRC)
Climate Resilient WASH (W4W)

Brand Guidelines

Website Redesign

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COMMS TASK FORCE AND DISTRIBUTION LIST
OBJECTIVES AND FUNCTION

OVERARCHING OBJECTIVE

To guide and foster CWM's message amplification to support achieving our communications objectives.

Who is part of the Task Force?
Communications/marketing experts that can bring their insights, creativity, and eye for opportunities to the table.

Why join the Task Force?
Raise water's profile through external communications
Help guide the direction of CEO Water Mandate comms efforts
Contribute to shaping our joint messages and campaigns

Distribution list
Share your communications contacts with us so they can receive:

- Campaign content to amplify
- Relevant messaging to speak about water commitments
- Event opportunities for speakers or sponsorship
- Latest development on UNWater2023 communications

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MEDIA STRATEGY 2022
OBJECTIVES

OVERARCHING OBJECTIVE

Position the CEO Water Mandate as the **leading organization** for businesses to **engage in the water stewardship journey and act on water resilience**, supporting the recruitment of at least 50 new companies by the end of the year without losing any current endorsers.

SPECIFIC OBJECTIVES

1. Make at least one big media splash announcement during the year
   - WRC Innovative Investing (global level) Q3-Q4
   - WRC Human Interest Stories (national level: BR/IN/SA) Q2/Q3/Q4
   - WASH4Work data/stories of corporate action (niche level) Q4

2. Generate a meaningful relation with high-level journalists and publications covering business, sustainability, climate change and/or water.

3. Secure recurring opinion/editorial spaces in targeted media

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CWM CAMPAIGNS
OBJECTIVES

1. **WATER AND BUSINESS**
   CWM for All
   27 June – 10 July
   Objective: Showcase the diversity of the CWM and the different pathways for water stewardship. Focus on experience and implementation.

2. **WORLD WATER WEEK**
   Water Connection
   23 August - 01 September
   Objective: Position collective action tools, projects and assets fostering connection around water stewardship within the private sector and in other sectors.

3. **WATER RESILIENCE**
   Act on Water
   07 – 18 November
   Objective: Call companies around the world to action on water resilience focusing on CWM tools, projects and results stemming from the CWM endorsers and initiatives.

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WEBSITE REDESIGN
OBJECTIVES AND PHASES

OVERARCHING OBJECTIVE

Improve user experience and functionality of our website while renewing its structure and narrative to better support our communications and engagement objectives.

PHASES

1. Assessment of our current site – **Share your insights!** (Q1 2022)
2. Definition of objectives, audiences and scope (APR 2022)
3. Budget definition and contractor hiring (Q2 2022)
4. Website redesign (Q3/Q4* 2022)

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Questions and Discussion

Member Engagement Opportunities

Introduction

Senior Business Engagement Manager

Mark Cassalia
mcassalia@pacinst.org

For Prospective Members

Recruitment

- Increased collaboration with UN Global Compact Local Networks
- Update passive recruitment strategy, including Google Ads

First Year Program

- Creation of a Water Stewardship Roadmap
- Water Action Hub 4.0 Self-Assessment
- Mentorship program

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For Existing Members

Listening Session

- Supporting the goals of the partners
- Identify additional opportunities

Increase Water Stewardship Journey Support

- Water Action Hub 4.0 Self-Assessment

First Year Program

REACH OUT

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Questions and Discussion

Engagement and Financial Support

How to Engage

Endorser Wide Meetings

- Provides updates and upcoming opportunities
- 3-4/year

Project Level

- Providing input
- Piloting projects

Peer Learning

- Webinars – nature-based solutions, resilience assessment
- Blogs
- Share company tools/practices

Events

- Stockholm World Water Week
- UN Global Compact events
- Others

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Financial Contribution

1. All Mandate endorsers **will be expected** to make a meaningful contribution

2. Amount suggested based on revenue (general contribution)

Company revenue tiers by annual gross sales/revenue	Expected Annual Contribution
> USD 5 billion	USD 20,000
USD 1 – 5 billion	USD 15,000
USD 500 million – 1 billion	USD 10,000
USD 250 - 500 million	USD 7,500
USD 50 – 250 million	USD 5,000
USD 25 – 50 million	USD 2,500
< USD 25 million	USD 1,250

3. Discussion if we need to have that contribution earmarked; **opportunity for project or event sponsorship**

4. WRC members are encouraged to support non-WRC aspects of the Mandate, but are not required to

5. Not compulsory

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Engagement Opportunities

1) Water Resilience Assessment Framework Piloting –
   - Contact: Ashok Chapagain (achapagain@pacinst.org) or Gregg Brill (gbrill@pacinst.org)

2) WASH4Work Best-Practice Sharing
   - Contact: Cheryl Hicks (cheryl-hicks@pacinst.org) or Giuliana Chaves Moreira (gcmoreira@pacinst.org)

3) Water Action Hub 4.0 Beta Group
   - Contact: Mark Cassalia (mcassalia@pacinst.org), Ian Hoyt (ihoyt@pacinst.org) or Leo Rodriguez (lrodriguez@pacinst.org)

4) Communications Task Force
   - Contact: Ilsa Ruiz (iruiz@pacinst.org)

Questions?

Thank you!

www.ceowatermandate.org

@H2O_stewards