What is the WRC?

The Water Resilience Coalition (WRC) is an initiative of the United Nations Global Compact CEO Water Mandate, established with the explicit mission of significantly accelerating progress against the global water crisis in stressed geographies, powered by leading corporations with the direct and the personal involvement of their senior leadership.

CEOs joining forces to achieve one common goal – to accelerate progress against the global water crisis through:

- Aligned, quantifiable, and time-bound enterprise-level water commitments
- Identifying, investing in, and rapidly scaling-up innovative, validated solutions to the water-climate crisis
- Partnering to build water resilience for communities and ecosystems at scale in stressed basins

Our Vision - Global Water Resilience

Building a water resilient world for our communities, our ecosystems, our companies and the global economy.

Our 2050 Pledge

Through collective action, we will achieve the following by 2050:

- **Net Positive Water Impact**: Achieve and maintain a measurable and Net Positive Water Impact in water-stressed basins on availability, quality and accessibility through industry-leading water operations and collective action initiatives (halfway mark reached by 2030)
- **Water Resilient Value Chain**: Develop, implement and enable leading, impact-based water resilience practices across 100 per cent of the global value chain
- **Global Leadership**: Raise the global ambition of water resilience through public and corporate outreach

Our 2030 Ambition

- **Collective Action**: By 2030, we will have positive water impact in over 100 water stressed basins that support over three billion people.
- **Provide Access & Sanitation**: By 2030, we will enable equitable and resilient access to water and sanitation for at least 300 million people.
- **Amplify Impact**: By 2030, we will recruit 150 companies with the potential to influence 1/3 of global water use.
SCALING UP PROVEN SOLUTIONS VIA COLLECTIVE ACTIONS

- Co-funding projects in priority basins that address root issues and achieve watershed outcomes
- Collectively addressing contributing factors where corporate collaboration can drive out-sized impact and advance shared goals
- Recruiting additional neighboring corporate leaders to join us locally and elsewhere

MULTIPLYING OUR IMPACT BY BRINGING THE UNIQUE EXPERTISE OF OUR MEMBERS TO WATER

- Scaling business expertise and innovation
- Ensuring use of best-in-class technologies and innovation for water
- Promoting collaborative open innovation
- Collaborating with our supply chain to increase water resilience

LEVERAGING OUR INVESTMENTS IN WATER

- Proposing an alternative to funding projects directly through implementing partners: the WRC Innovative Investment Portfolio
- Leveraging balance sheets for impact investments
- Multiplying scale and earning returns to reinvest towards WRC goals
- Starting with proven financial models with trusted partners and developing new innovative models over time

MEASURING OUR IMPACT

- Addressing previously fragmented measurement of water impact
- Advancing the industry standard
- Demonstrating and quantifying the co-benefits of collective actions
- Using data from measurement and monitoring for advocacy and accountability
PROGRESS ON OUR COMMITMENT AND METRICS

- Defined and launched the Net Positive Water Impact concept, principles and guidelines
- Developed the framework to standardize the basins diagnostic in WRC priority areas
- Proposed and agreed on the metrics to measure the WRC collective actions

NET POSITIVE WATER IMPACT (NPWI)

Definition

Net positive water impact (NPWI) is an aspiration for how a water user interacts with a basin, its ecosystem and its communities.

Delivering NPWI contributes toward reducing water stress (in its three dimensions – availability, quality and accessibility) and ensures the company’s contributions continually exceeds impacts on water stress in the same region.

NPWI PRINCIPLES

NPWI revolves around three main principles that ensure its integrity:

BEING GEOGRAPHICAL

NPWI is an enterprise ambition that manifests in water-stressed priority basins to create impact where it matters most.

BEING QUANTIFIABLE

NPWI is set up so that it can be quantified against the three dimensions of water stress (availability, quality and accessibility) and to be measured via both short-term outputs and long term outcomes.

BEING HOLISTIC

NPWI requires a combination of investments in a company’s own direct operations and through collective action partnerships and initiatives within basins.

BASIN CHALLENGES AND INTERVENTIONS

Create a shared understanding of basin challenges (i.e., Why is the red line where it is?)

Identify opportunities for collective action (i.e., What should WRC members contribute to?)

Measure the baseline conditions and progress towards having a positive water impact on the basin (i.e., How is the WRC contributing to the desired state for the basin?)
PROGRESS ON COLLECTIVE ACTION

- Defined the collective action projects and partners for the initial 11 priority basins
- Agreed on the two flagship projects (where we will pilot test the diagnostic, metrics and tracking system)
- Started the 2022 prioritization process

IDENTIFIED COLLECTIVE ACTION PROJECTS

USA
- Mississippi (TNC Watershed Initiative)
- California (CWAC + TNC Colorado River)

MEXICO
- Verde (Agua Capital – Mexico City Fund)
- Grande/Bravo (FAMM - Monterrey Water Fund)
- Lerma (BIER – Charco Bendito)

BRAZIL
- São Paulo (TNC – Water Fund)

SOUTH AFRICA
- Vaal System (Strategic Water Partners Network)
- Berg/Breede (TNC – Invasive Species)

INDIA
- Krishna (TNC – Ghod River)
- Cauvery (WWF – Noyval-Bhavani)
- Ganges (Woman + Water Alliance)

OBJECTIVE

- Restore & Conserve 85k ha to protect the water that supplies São Paulo and the most important industrialized area of Brazil
- Provide WASH to more than 2 million people benefiting and empowering women in the process

ADDITIONAL MEMBERS INTERESTED

- Starbucks
- Dow
- gsk
- DIAGEO
- Cargill
- Gap Inc.
- ECOLAB
PROGRESS ON COMMUNICATIONS AND RECRUITMENT

- Thought leadership highlighted during international high-level events such as Stockholm World Water Week and COP26 sessions
- Over 63,000 total pageviews on the WRC website
- Increased members from 20 to 27 and partners from 12 to 17

40 MENTIONS IN NEWS OUTLETS
- Harvard Business Review
- CNBC
- Financial Times
- Yahoo Finance
- Green Biz

+10k VIEWS AND ATTENDEES ACROSS EVENTS

- World Water Day
- Leaders Summit
- COP26
- Uniting Business Live

MEMBERS
- 3M
- ABInBev
- Braskem
- Cargill
- Colgate Palmolive
- Danone
- DIAGEO
- Dow
- DUPONT
- ECOLAB
- Gap Inc.
- HEINEKEN
- IHG
- Kurita
- LG
- Levi Strauss & Co.
- Microsoft
- Mars
- Phosagro
- Reckitt
- Starbucks
- The Coca-Cola Company
- WaterAid
- WASH 4 WORK
- Water Resources Institute
- World Meteorological Organization
- World Resources Institute
- World Vision

PARTNERS
## COMING IN 2022

### RAISE THE AMBITION OF CORPORATE COMMITMENTS

**NPWI**
- Develop guidance on how to operationalize NPWI
- Establish NPWI progress tracking mechanism

**VALUE CHAIN**
- Develop the resilient value chain concept
- Develop a tracking mechanism for the value chain commitment

### CATALYZE COLLECTIVE ACTION IN WATER-STRESSED BASINS

**COLLECTIVE ACTION**
- Run the basin prioritization process for 2022
- Gain support of the 2022 list of basins by the Secretariat
- Develop and implement the collective action engagement strategy
- Develop the basin diagnostic for flagship basins
- Upgrade the Water Action Hub 4.0 to include a collective action dashboard and project tagging for WRC
- Start the 2023 basin prioritization round

### AMPLIFY GLOBAL LEADERSHIP AND ADVOCACY

**COMMUNICATIONS AND ADVOCACY**
- Host two WRC CEO Circle meetings
- Develop the new WRC campaign plan
- Define the calendar of major events and advocacy opportunities
- Revamp the WRC website

**2030 ROADMAP**
- Define the pathway to reach 100 basins with collective action
- Develop the pathway to reach 300 million people with WASH
- Design and operationalize the first fund of the WRC investment portfolio

### WHAT SOME OF OUR LEADERS THINK

- "It is absolutely urgent that companies get involved in preserving the world’s water resources for future generations."
  
  Douglas M. Baker, Jr. Ecolab

- "It is time for shared goals and impactful actions."
  
  Carlos Brito
  
  ABInBev

- "We need to combine our resources and efforts to ensure there are sustainable and resilient freshwater resources for all."
  
  Jim Fitterling
  
  Dow Inc.