



**WATER  
RESILIENCE  
COALITION**



# Collective Action for a Water Resilient World

# Overview



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WHO WE ARE



WHAT WE DO



YOUR ROLE



NEXT STEPS



# WHO WE ARE



# WHO WE ARE

Global companies and their CEOs joining forces to accelerate progress against the global water crisis



## Our Origin



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- ▶ Identify and accelerate investments in **solutions to the water-climate crisis**
- ▶ **Collective action** to build water security and resilience at scale in stressed regions
- ▶ Aligned **quantifiable and timebound** enterprise-level water **commitments**

2010s

Several leading CEOs saw the scale of water action did not meet the scale of the water crisis

2020

7 companies partner to found the WRC, growing 4x in 2 years

2030

Commitments half fulfilled

2050

All commitments fulfilled



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# WHO WE ARE

A CEO-driven coalition  
ensuring a purposeful  
mission and sharply defined  
priorities



# CEO-Driven Coalition



The Water Resilience Coalition provides a unique platform for everyone to come together so that we can deliver measurable changes to people's lives across the world."

Ivan Menezes, Chief Executive Officer,  
Diageo

"We have both the responsibility and opportunity to collaborate with other sectors of society on solutions, combining our resources and efforts to ensure there are sustainable and resilient freshwater resources for all."

Jim Fitterling, Chairman & Chief Executive Officer,  
Dow Inc.



# OUR CEO LEADERSHIP

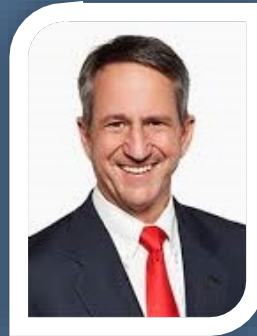
The CEO Circle meets twice per year to discuss the most strategic WRC plans, actions and next steps



## WRC CO-CHAIRS



**Sanda Ojiambo**  
UNGC, Assistant Secretary-General & CEO



**Christophe Beck**  
Ecolab, CEO



**Brad Smith**  
Microsoft, President



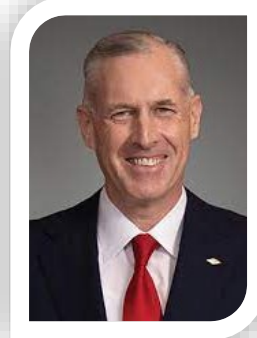
**Brian Sikes**  
Cargill, CEO



**Debra Crew**  
Diageo, CEO



**Hirohiko Ejiri**  
Kurita, President



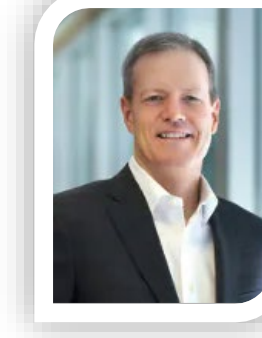
**Jim Fitterling**  
DOW, CEO



**Laxman Narasimhan**  
Starbucks, CEO



**Michel Doukeris**  
ABInBev, CEO



**Mike Roman**  
3M, CEO

# WHO WE ARE

Accelerating and scaling  
collective action to drive  
change in water-stressed  
basins



# Collective Actions



No amount of operational efficiency can **address severe water stress**. System-level shocks remain a threat to business.



Truly mitigating water risk at the site level ultimately **necessitates building resilience at the basin level**.



Scaling positive impact to the basin level **requires collective action and shared vision**.

# WHO WE ARE

A global network of leading businesses and partners with expertise on water



35+ companies  
18 partners

\$4 trillion +  
market cap

All sectors,  
geographies

Committed to a  
higher ambition





# COLLECTIVE AMBITION

Time-bound goals and clear measures, aligned with SDG ambitions, with periodic evaluation



## 2030 & 2050 Ambitions

2030

positive water impact in over 100 water stressed basins that support **over 3 billion people.**

**3 Billion Beneficiaries**

enable equitable and resilient water access and sanitation for **at least 300 million people.**

**300 Million with WASH**

2050

we will achieve **Net Positive Water Impact** in 150 water stressed basins worldwide.

**150 Basins**

## 4 KEY STRATEGIES



**S1: Scaling Proven Solutions in Basins via Collective Action**



**S2: Multiplying Impact via Business Expertise and Innovation**



**S3: Leveraging Innovative Finance and Collective Investments**



**S4: Influencing via Collective Measurement & Advocacy**

## 2030 AMBITION

- **Recruit 150 target companies** with potential to influence 1/3 of the world water withdrawals
- Positive water impact in **100 basins** that support **3 billion people**
- Enable safe water access and sanitation (WASH) for **300 million people**

# WATER ACCESS AND SANITATION (WASH) INITIATIVES

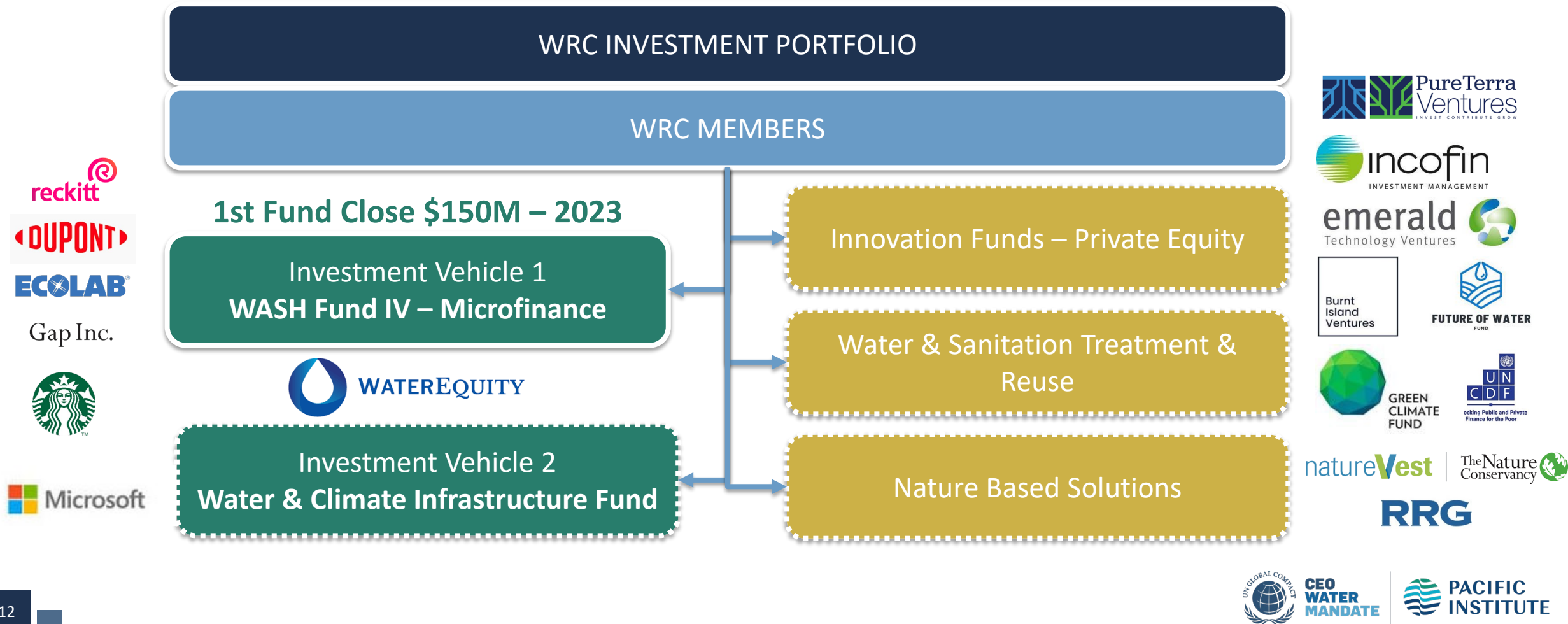
**How to achieve 300 million people in a climate crisis world**

- 1. WRC Investment Portfolio**
- 2. Multiplying impact of WRC members' individual WASH initiatives**
- 3. Leveraging Financial Institutions' funding with matching programs**
- 4. WASH4WORK**







# WRC INVESTMENT PORTFOLIO: PROGRESS 2023

- Portfolio Launched March 2023
- 1<sup>st</sup> Collective Investment Close March 2023
- \$ Billion Pipeline of Investment Opportunities Identified / New Partnerships Established



# Potential pipeline of investment opportunities - 2023

MANAGER	Current Pipeline Potential (\$3 Billion+)	SIZE
 WATEREQUITY	Global Access Fund IV – \$139M (Announced March 2023)	\$150M
 WATEREQUITY	Water & Climate Infrastructure Fund I – PRIVATE EQUITY	\$250M
 incofin INVESTMENT MANAGEMENT	Water Access Acceleration Fund - PRIVATE EQUITY	\$70M
 PureTerra Ventures INVEST. CONTRIBUTE. GROW	Water Technologies Growth Fund – PRIVATE EQUITY	\$80M
 Burnt Island Ventures	Water Technology Companies - VENTURE	\$20M
 FUTURE OF WATER FUND	Water Technology Companies - VENTURE	\$5M
 UN CDF Unlocking Public and Private Finance for the Poor	Blue Peace Bond – Gambia River Basin – GREEN BOND	\$2BN
 emerald Technology Ventures	Global Water Impact Fund II (scoping)	\$100M – Fund I
 natureVest   The Nature Conservancy	Sustainable Water Impact Fund II (concept)	\$927M – Fund I

Legend: Announced – Open – New - Scoping

# WHAT WE DO

The WRC has pioneered the NPWI concept as an impact-oriented goal



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# Net Positive Water Impact



**Enterprise ambition** for water-stressed basins



Reducing water stress in three dimensions: **availability (quantity), quality, and access.**



Company **contributions exceed impacts** on water stress in the same region.



**Quantifiable and measured** via both short-term outputs and long-term outcomes.



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# WHAT WE DO

NPWI and collective action are key to the water strategies of WRC member companies



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## NPWI as Water Strategy

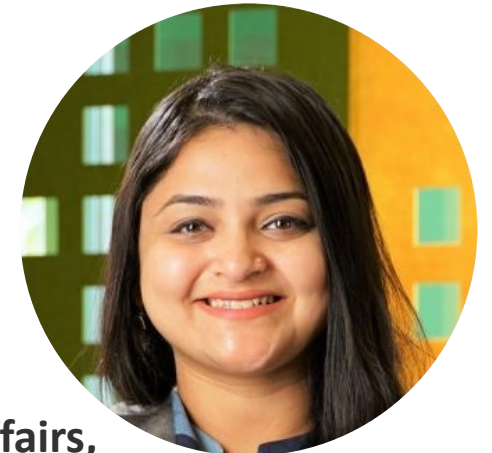


“We are running a water reduction programme on site [in Cape Town], while also working with the WRC and partners on community projects to move towards Net Positive Water Impact in this basin as part of our corporate water strategy.”

*Claire Lund, VP Sustainability, GSK*

“Positive water impact at water-stressed areas is the ambition we have in place to work towards healthy watersheds. Each watershed is unique and we have learnt that collective action is key to reduce shared risks.”

**Prithi Sharma, Water Stewardship Lead, Corporate Affairs,  
HEINEKEN**



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# WHAT WE DO

NPWI is a cornerstone concept for accelerating progress on SDG6



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# SDG 6 Alignment

Quantity



TARGET 6-4

INCREASE WATER-USE EFFICIENCY AND ENSURE FRESHWATER SUPPLIES

Quality



TARGET 6-3

IMPROVE WATER QUALITY, WASTEWATER TREATMENT AND SAFE REUSE

Accessibility



TARGET 6-1

SAFE AND AFFORDABLE DRINKING WATER



Ensure availability and sustainable management of water and sanitation for all



TARGET 6-2

END OPEN DEFECCATION AND PROVIDE ACCESS TO SANITATION AND HYGIENE



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# WHAT WE DO

Realizing NPWI is contextual to each basin based on local water conditions



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# Achieving NPWI in Practice

NPWI dimensions in three sample basins	Achieving SDG 6		
	Accessibility	Quality	Availability
<b>Water-Stressed Basins</b>   	✓	✓	✓
	N/A	✓	✓
	✓	✓	N/A
<b>Non-Stressed Basin(s)</b> 	N/A	N/A	N/A



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# ADDRESSING SHARED WATER CHALLENGES

Focus is on changing basin outcome and going beyond compensating company footprint

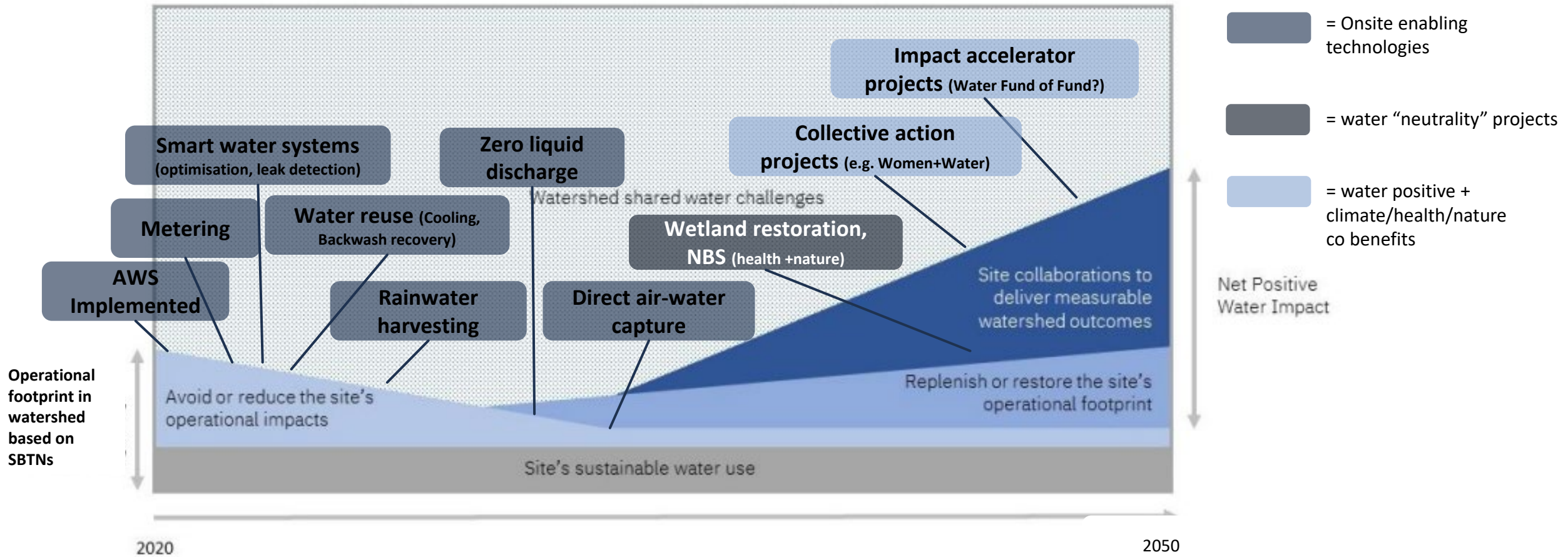
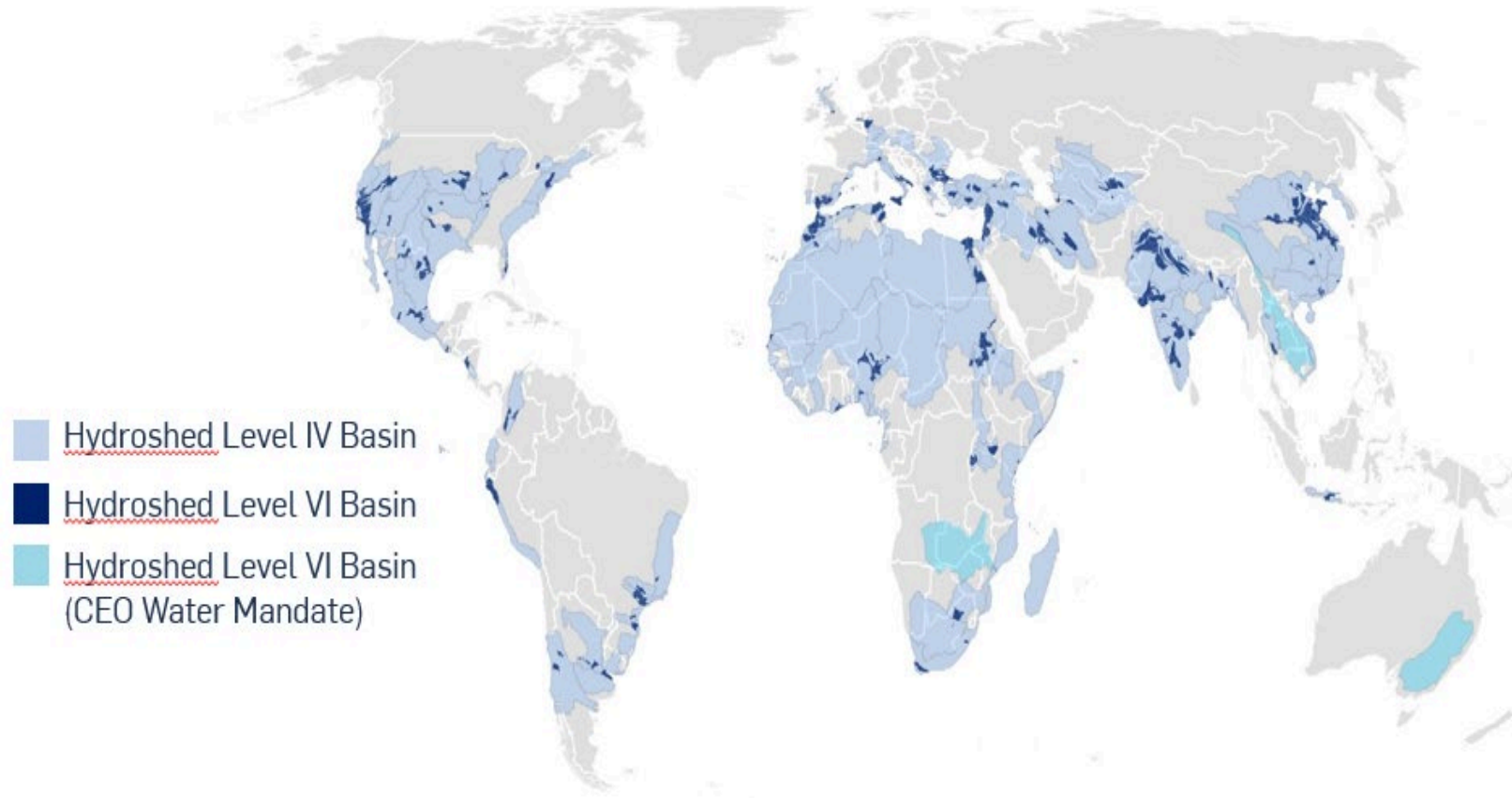


Figure adapted from CEO Water Mandate NPWI Methodology v4 by GSK

# WHAT WE DO

The WRC and partners have analyzed and curated a list of 100 priority basins to scale collective action

# The 100 Priority Basins



[Click here to access!](#)



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**CEO WATER MANDATE**



The Nature Conservancy



**wrap**



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# OUR CURRENT COLLECTIVE ACTIONS

## Priority places for demonstrating impact and leadership

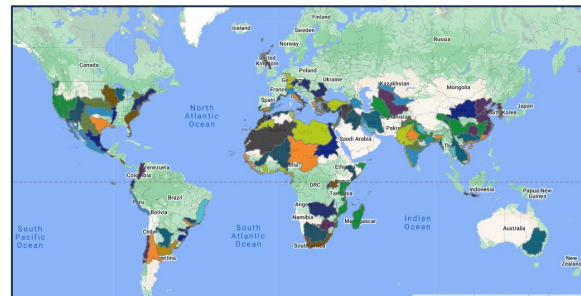


# The Water Action Hub + Our 100 Priority Basins

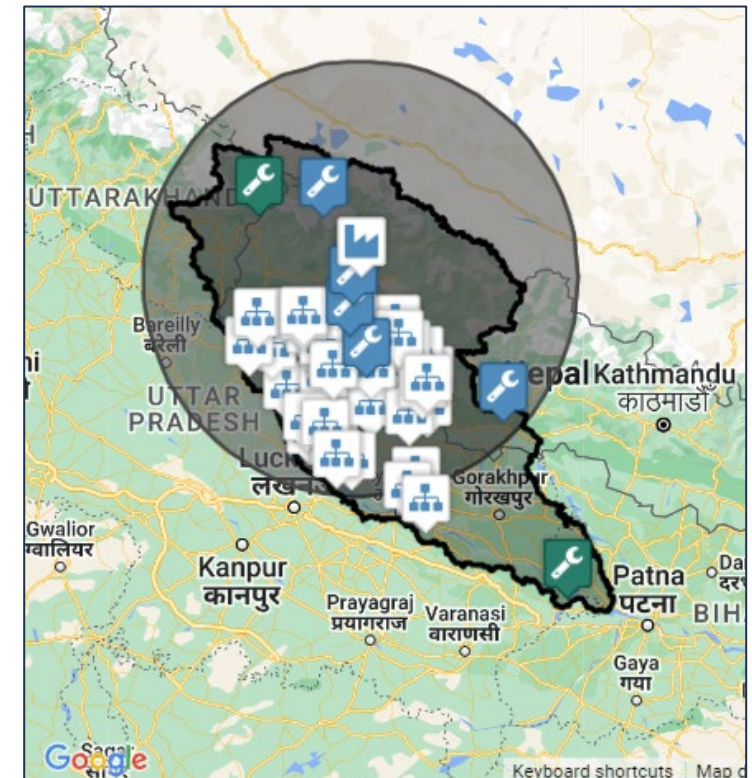
For Businesses	For Everyone
<p>Corporate Water Benchmark Tool</p> 	<p>Search the 100 Priority Basins</p> 
<p>Solutions Library</p> 	<p>Find Partners for Collective Action</p> 
<p>CEO Water Mandate</p> 	<p>Add Your Organization &amp; Projects</p> 
<p>Sign the Open Call</p> 	<p>Search the Global Map of Projects</p> 

Make a profile to map water projects and connect with other basin partners

Utilize our Corporate Water Benchmarking Tool and NBS Benefits Explorer



Search our 100 Priority Basins to find projects influencing your operations



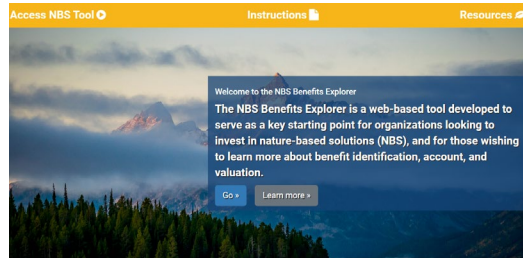
Search Projects by Basin



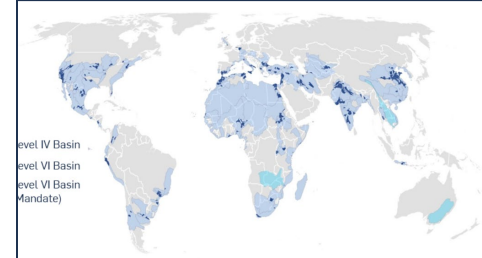
# WATER ACTION HUB & DIGITAL TOOL FUTURE

## The Premiere Online Destination for Water Stewardship Activities

### NBS Benefits Explorer



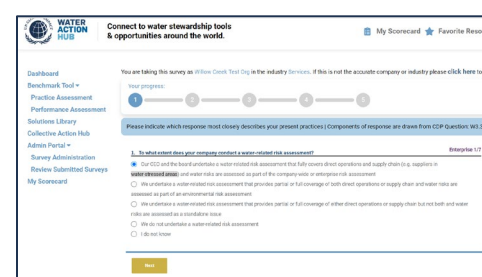
### 100 Basins App



### Basin Monitoring



### Benchmark Tool



# WHAT WE DO

21 Collective Actions  
15 River Basins  
6 Countries



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# Secretariat Facilitated Basins



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# Basin Champions

## Ambassadors and engagement leaders at the regional level

Basin Name	Company	Representative
California (USA)	Ecolab	Christophe Beck (CEO)
Godavari (India)*	GSK	Lisa Martin (CPO)
Rio Lerma (Mexico)	Diageo	Debra Crew (CEO) & Local CEO
Upper Tana (Kenya)	Diageo	Debra Crew (CEO) & Jane Karuku (African CEO)
Mississippi (USA)	3M	Mike Roman (CEO)
São Paulo (Brazil)	ABInBev	Michel Doukeris (CEO) + Jean Jereissati (Ambev CEO)
Woman + Water Collaborative (India)	GAP Inc.	Mark Breitbard (GAP Brand CEO)

\*Aligning Co-Leadership with Diageo



# WHAT WE DO

Rejuvenating critical watersheds by working with local partners



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# Collective Action Case Study



## SITUATION

- 27% BR-GDP
- 27 million people in severe drought
- Energy + water insecurity

## IMPLEMENTING PARTNER:



## CURRENT MEMBERS:



## INTERESTED MEMBERS:



COLGATE-PALMOLIVE



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## 2030 POTENTIAL IMPACT

CARBON BENEFIT  
(TONS CO2 / YEAR)

1.089.010,69

FOREST RESTORATIONS &  
CONSERVATION (HA)

125.689

WATER QUANTITY (M3)

559.438.767

PEOPLE IMPACTED

11.234 (Economic Benefits)

12.326.401 (Water availability)

# Jaguariúna - 2019

Haras Maripá

# Jaguariúna Watershed 2019

# Jaguariúna - 2022

Haras Maripá

# Jaguariúna Watershed 2022

# Business Leaders' Open Call to Accelerate Water Action



Achieve collective positive water impact in 100 global water basins by 2030 in each company's operation and supply chain.



Measure the water impact annually based on improvement in basin-wide conditions



Water availability, quality, and accessibility.

## WRC Support to the call:

- Provide and update 100 priority basin list.
- Share a Portfolio of Projects for the 100 basins.
- Track the Collective Action impact of the Open Call.

## Call potential support for the WRC:

- Increase no. of Companies supporting WRC's CA Portfolio
- Increase Collective Action Impacts in Basins
- Increase business and partner potential engagement with WRC

<https://wateractionnow.org>



CEO  
WATER  
MANDATE

PACIFIC  
INSTITUTE

# INNOVATION

Multiplying our impact by bringing the unique expertise of our members and partners to water resilience



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# New Partnerships for Innovation

**Digital Basin Diagnostics  
Open-Source Data Platform**  
- Via Water Action Hub  
*Scoping*

**Digital Monitoring of Water Resilience  
in Basins for Companies**  
- Building Service Provider Capabilities  
(European Space Agency)  
*Launched Nov.2022*

**Digital Water Benefits Monitoring for  
Agriculture**  
- Building water resilience into  
regenerative agriculture  
(Cargill) - *Scoping*

**Water & Sanitation Technologies  
Working Group**  
- Scaling up proven solutions in basins  
(Dupont / BMGF) - *Ideation*

Scoping

Launched



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MANDATE**

**PACIFIC  
INSTITUTE**

# YOUR ROLE



# YOUR ROLE

WRC members connect with each other to innovate solutions and take action on water



# Connection and Action



**Collaborate with trusted partners** to address basin-level challenges **through scalable collective action initiatives**



Share your expertise and challenges to **drive thought leadership** and advance best practice on water in the global private sector



Join leaders using their company voice to **elevate current and future water challenges and solutions**

# YOUR ROLE

The WRC offers high-level speaking and public engagement opportunities



# Engage Publicly on Water

## High Level Venues



UN  
2023 WATER  
CONFERENCE



## Profiles in Leadership



## CEO Circle



In-Person  
& Online



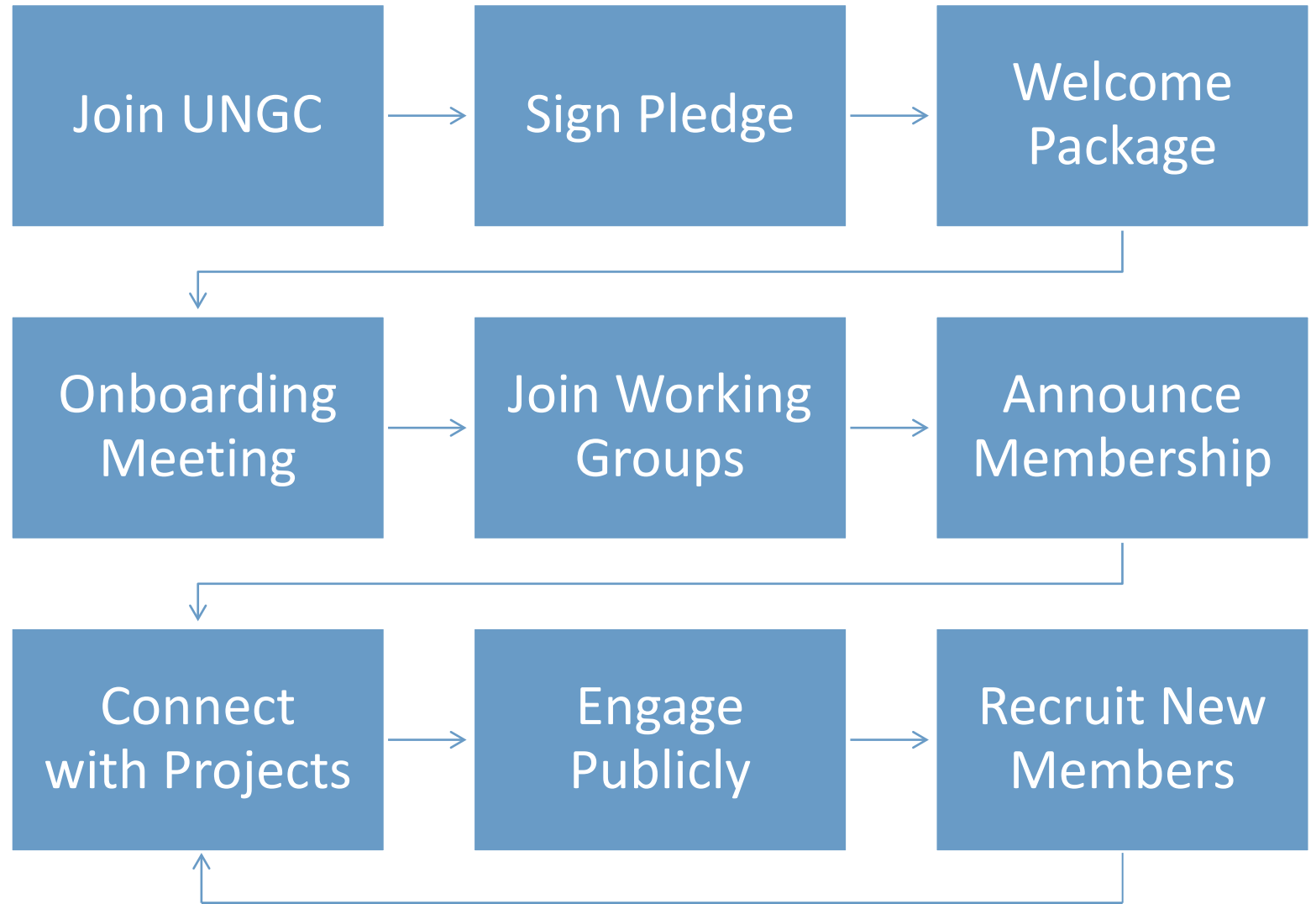
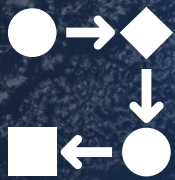


# NEXT STEPS



# NEXT STEPS

Signing the Pledge is just the beginning of our partnership



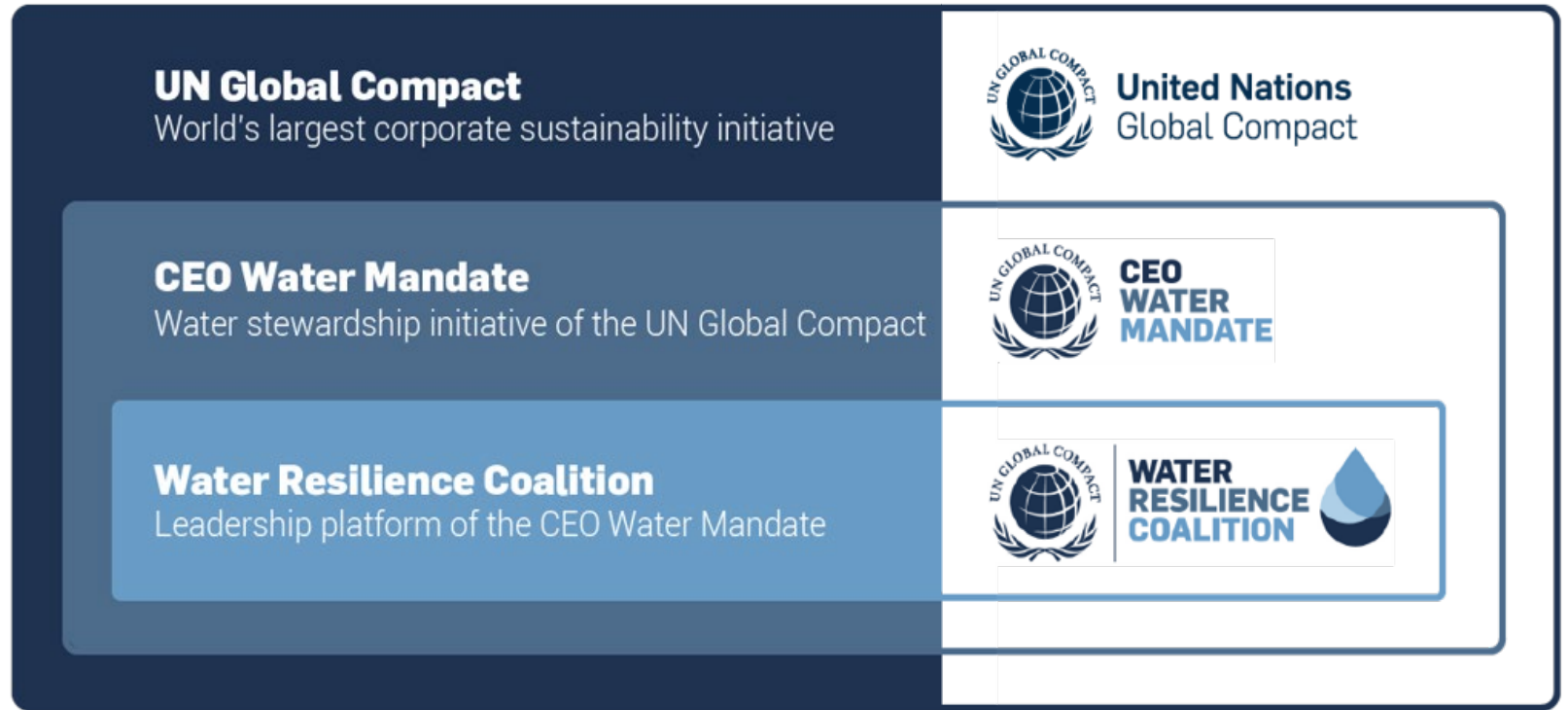
# NEXT STEPS

All WRC Members must be signatories of the UN Global Compact



# UNGC Membership

Member companies must be signatories of the UN Global Compact and its 10 Principles on Human Rights, Labor, Environment, & Anti-Corruption



# WRC Governance

Here is how we are structured

## LEADERSHIP COMMITTEE

- Composed of up to 20 leading companies + external advisors
- Sets overall strategic vision of the Coalition
- Responsible for tracking the WRC goals and 2030 Roadmap



## CEO CIRCLE

- Strategic body that provides direction and insights to the WRC goals and plans – including the 2030 Roadmap
- Composed by the CEOs from the Leadership Committee

## COALITION MEMBER COMPANIES

- Sign the Water Resilience Pledge, report progress, collaborate in watersheds
- Working Groups convened to address shared barriers & opportunities (subset of member companies opting in)

## PARTNERSHIP NETWORK

- Composed of partners with different expertise that helps us advance the work and increase our impact
- Partners fill different roles – collective action implementers; technical expertise; financial expertise; comms & advocacy expertise



# Operational Commitments

WRC commitments are specific enough to drive action, but flexible to fit each company

## General Members

- Provide CEO quote upon joining
- Provide locations of interest for collective action projects
- Senior leadership to engage publicly\* about water **ONCE** per year
- Provide communications point of contact & support WRC campaigns
- Recruit **ONE** new WRC members per year
- Engage in at least one place-based WRC collective action within a year of joining

## Leadership Committee

- Provide CEO quote upon joining
- Provide locations of interest for collective action projects
- Senior leadership to engage publicly\* about water **TWICE** per year – **one being the CEO**
- Provide communications point of contact & support WRC campaigns
- Recruit **TWO** new WRC members per year
- Engage in at least one place-based WRC collective action within a year of joining
- **CEO to join the CEO Circle** – a strategic board that meets twice per year (90 mins - hybrid)

\*Include: op eds; public sessions; posts and/or videos in social media; interviews; among others.

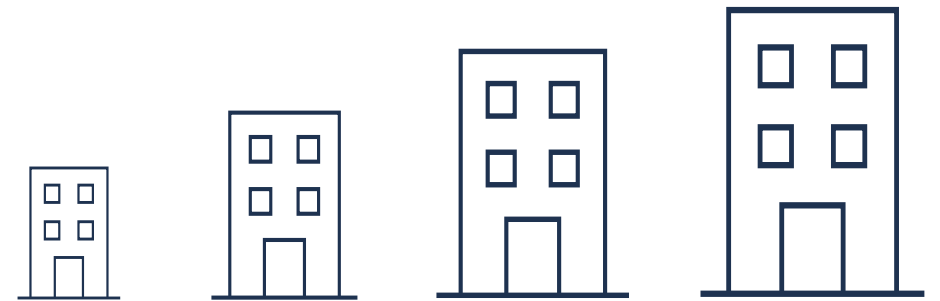
# NEXT STEPS

Member contributions make the work of the WRC possible



# Financial Contribution

Financial contributions to WRC Secretariat separate from UNGC membership fees or project-specific contributions



Company revenue (\$USD)		<\$1B	\$1-5B	\$5-10B	\$10B+
Annual financial commitment for first 3 years	Leadership Committee Member	N/A	\$50K	\$75K	\$100K
Annual general commitment	Member	\$10K	\$15K	\$20K	\$20K

# NEXT STEPS

Raise Your Ambition  
Make the Commitment  
Join the Coalition



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# Become a New WRC Member

## JOIN OUR COLLECTIVE ACTION FOR A WATER RESILIENT WORLD



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