

Strategic Plan (2024 – 2026)



The CEO Water Mandate is the UN Global Compact and Pacific Institute’s joint initiative that mobilizes business leaders on water – across the dimensions of water quantity, water quality and WASH – water access, sanitation and hygiene in support of the Sustainable Development Goals (SDGs), particularly SDG6, endorses of the CEO Water 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. The Water Resilience Coalition (WRC) is the leadership platform of the CEO Water Mandate and WRC companies make additional ambitious time-bound and quantifiable shared commitments to reduce water stress in priority basins around the world and to build water resilience across value chains.

The CEO Water Mandate’s Advantages:

- Truly cross-sectoral** We strive to be the preeminent multi-sector leadership platform on corporate water stewardship
- 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.

OUR STRATEGIC GOALS AND PRIORITIES

FACILITATE INNOVATION & DELIVER LEADING-EDGE THINKING

Develop new leading practice in water stewardship

Develop leading practice in collaboration with members through a “learning-by-doing” approach and facilitating connections to expertise, knowledge sharing, and implementation on select topics including:

- Net Positive Water Impact Guidance and Reporting Framework
- Climate Resilient WASH, including accounting for multi-benefits
- Systematized approach to scaling of basin level Collective Action, including the process to evaluate basin conditions, identify stakeholders, measure progress and the financing mechanisms.
- Advance Nature-Based Solutions Tools & Support with geospatial contextual outputs and use of AI to refine forecasting and valuation
- Advanced Digital Tool development - including customized member portals, basin diagnostics, and basin monitoring
- Water Resilience Assessment Frameworks for strategic sectors to build system-wide basin resilience

Align with the current and future direction of ESG frameworks and mandatory reporting.

All thought leadership products will consider existing and future guidance and frameworks through collaboration with our partners and seek to align with the future direction of corporate water stewardship. All products will be delivered with a description of overlay of other relevant work.

SCALE RESPONSIBLE PRACTICE & DRIVE BASIN RESILIENCE

Drive member engagement

Promote and support implementation and measure adoption of leading corporate water stewardship practice, including guidance and tools. Connect member companies to basin-level data and opportunities, including...

Knowledge platform and peer learning

Maintain a comprehensive one stop shop of tools, resources and case studies available through the Water Action Hub, the Mandate Website, etc. to implement water stewardship for companies across the stewardship maturity progression and create opportunities to convene stakeholders to collaborate.

Recruit new companies and sectors to water stewardship

Recruitment of a diverse membership base with the ability to significantly impact the conditions of priority basins globally. Leverage existing members, new members and partnerships to drive recruitment.

Facilitate basin-level Collective Action

Facilitate the implementation of collective action leading in priority basins supporting the ambition of collective positive water impact at basin scale. Through a process of (summary of 8 steps) and in partnership with local organizations including UNGC Local Networks

RAISE THE PROFILE OF WATER & SHAPE THE ENABLING ENVIRONMENT

Facilitate business advocacy for sustainable water management

Activate and amplify the business sector’s voice in support of achieving the SDGs through action on water. Represent and advocate for the role of business in sustainable water management and building long-term resilience to the impacts of climate change, land-use change, population growth and over-abstraction through:

- Deploy robust multi-channel communications and outreach/events strategy that target presence at events focused primarily on thought leadership with existing audiences (e.g. WWW)
- Digitization Strategy to Scale Impact: Implement digitization strategy to maximize scaling and convening power using the Water Action Hub as a platform to rapidly scale impact in 100 Priority Basins.
- Pending allocation of funding Engage agency to bolster capacity to drive impact strategy, campaigns, and earned media coverage supporting overarching strategic goals

Define the business role in water governance

Partner with an external organization(s) to define, in practical terms, 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



- Innovative initiatives and products delivered on time/budget
- Alignment with existing/new ESG frameworks and disclosure
- Input & Feedback from members & partners



- Uptake of CWS best practices measured through CoPs, etc, including: NPWI ambitions, WASH commitments, etc.
- Use and engagement with resources, tools and through peer learning opportunities
- Membership numbers and potential influence in priority basins.
- Collective Action Impacts including: water withdrawals # of projects, # of basins champions, etc.
- Funds directed toward WRC Investment Portfolio and impacts



- Positioning of Corporate Water Stewardship into official outcome documents of global UN Events
- Number of features in Top-Tier media
- Mentions by influencers including policy-makers and government officials
- Influence to public and private-sector policies related to water and broader resilience.

CEO Water Mandate Annual Work Programme (2024 – 2026)

FACILITATE INNOVATION & LEADING-EDGE THINKING	SCALE RESPONSIBLE PRACTICE & DRIVE RESILIENCE	RAISE THE PROFILE OF WATER & SHAPE THE ENABLING ENVIRONMENT
2024 Deliverables		
<p>Net Positive Water Impact Guidance & Reporting Framework leading practice in water stewardship</p> <ul style="list-style-type: none"> NPWI Guidance Launch Implementation NPWI Tracking Mechanism / Internal Tracking Framework NPWI Capacity Building Program Resilient Value Chain Concept and Guidance <p>Climate Resilient WASH</p> <ul style="list-style-type: none"> Alignment of Climate Resilient WASH guidance and metrics with NPWI Updated WASH Pledge self-assessment to include climate resilience and WASH multi-benefits WASH Accountability and Reporting Tool <p>Basin Level Collective Action</p> <ul style="list-style-type: none"> CA Company Implementation Guidance/Handbook Collective Action Governance System for the Portfolio Open-source Basin Diagnostic Template Validated CA Curation Criteria Standard CA Project Presentation Template CA Standard Reporting Systems Complete Digitization Monitoring Pilots through ESA partnership Pilot the concept of companies as basin project implementors <p>Finance and Investment Strategy</p> <ul style="list-style-type: none"> WRC Investment Portfolio – new opportunity Task Force & Advisory Committee Private Sector Engagement Guidelines for Wastewater Reuse Financing <p>Nature Based Solutions</p> <ul style="list-style-type: none"> V3 of NBS Benefits Explorer tool Integration of estimation/quantification tools <p>Water Resilience Assessment Framework</p> <ul style="list-style-type: none"> Full sector guidance – corporates, utilities, basin manager and planning authority Piloting across 3 sectors Development of Resilience Scoring Tool 	<p>Drive member engagement</p> <ul style="list-style-type: none"> Align reporting frameworks to measure adoption of CWS uptake Individual meetings with 100+ members to ensure use of mandate offerings and opportunities NPWI education & adoption campaign Launch Peer Learning Program with UNGC LNs <p>Recruit new companies and sectors to water stewardship</p> <ul style="list-style-type: none"> 70+ new companies to corporate water stewardship Systematized outreach to UNGC members (including new members) Alignment with Forward Faster to recruit new members Build partnerships with UNGC LN in 100 priority basins <p>Basin Level Collective Action</p> <ul style="list-style-type: none"> 75% of member companies complete the CA Online Consultation to capture priority basins of interest and existing projects Identify and build portfolio of CA projects in the 100 Basins Drive participation as basin champions New WRC LN Chapters Launch of the Mississippi River WAC Identify and connect companies with investment opportunities <p>Knowledge Platform & Peer Learning</p> <ul style="list-style-type: none"> Launch Peer Learning Program with UNGC LNs Further develop and build out Mandate online resources such as the Water Stewardship Toolbox, University, Water Action Hub and potential other needs. 	<p>Facilitate business advocacy for sustainable water management</p> <ul style="list-style-type: none"> The Open Call and Forward Faster Water Resilience target will be incorporated into the official outcomes of X+ global UN convenings. 4 articles or op-eds will appear in top-tier media profiling the WRC 2030 strategy and 4 articles or op-eds will appear in US or regional US media profiling CWS work domestically. 2 policymakers (Country ministerial level, US state governors or state representatives) or government representatives (UN system Country Offices, etc.) related to the work of each WRC Collective Action project will have been engaged. 2 government entities/policymakers will have made public statements about the CWS work through media engagements or event sessions CWS work will have appeared during 6 sessions at global events and 10 sessions at domestic events. Pending allocation of funding: Revamp CEO Water Mandate/WRC website Focus on digitization through collective action impact stories, Water Action Hub, and basin monitoring platform, etc <p>Define the business role in water governance</p> <ul style="list-style-type: none"> Renew work on policy influence WaSA Forum: support next round of funding and engagement Develop Integrated Strategy - develop global strategy to collaboratively influence global policy discussions and private-public sector collaboration (e.g. 2026/2028 announced UN Water Conferences; COP; etc.) Mobilize public sector ability to drive and enable water stewardship through the Joint Statement from the International Water Stewardship Community
20% of Resources / Budget	65% of Resources / Budget	15% of Resources / Budget

Note: 2024 Workplan is based on current and predicted funding, including Acceleration Fund contributions, project funding and membership dues. It is anticipated that a rescoping will occur in April 2024.