



**CEO  
WATER  
MANDATE**

CEO Water Mandate  
All-Endorsers' Meeting

15 May 2024

# Housekeeping Notes

## Meeting Guidelines

- All attendees are currently muted
- If you have any questions, feel encouraged to type in the chat box
- Captions are enabled for this meeting. Click "captions ON/OFF"
- A recording of this meeting and the deck will be shared later this week



# Intent of the All-Endorsers' Meetings

- There are now more ways than ever for Mandate members to engage
- We must connect Mandate members to the most relevant meetings & we don't expect members to attend every meeting – when possible, we'll share a recording
- Our Team has developed a systematic scaffolding of meetings to leverage individual expertise and interest, reduce redundancy and ensure effective communication
- This meeting is designed to
  - Provide a short high-level update on all Mandate activities
  - Identify opportunities for your company or organization





# Meeting Agenda

1. Welcome: Membership Opportunities Updates
2. Important Updates
3. 2024 Events To-date
4. Strategic Communications and Upcoming Events
5. Collective Action
6. Reporting System & Updates
7. Wrap up



# Mandate Strategic Plan 2024-2026

Thank you to the Mandate Steering Committee

## 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.

## 3 Pillars of Work

- Facilitate Innovation & Deliver Leading-Edge Thinking (20%)
- Scale Responsible Practice & Drive Basin Resilience (65%)
- Raise the Profile of Water & Shape the Enabling Environment (15%)



# New Deputy Head

- Interviews are nearly complete
- Approximate Start Date of 1 July 2024
- Reengaging with Mandate Steering Committee





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Membership Opportunities  
Updates





# 2024 Member Engagement Opportunities

- 
- Get Involved: A 2024 To-do list for new and existing members
- Seeking participants for speaking engagements, piloting initiatives, and ambassador roles.
- Launches planned for 2024
- Member Meetings: CEO Water Mandate, Water Resilience Coalition and WASH4WORK
- \*NEW Bi-annual Collective Action Meeting – 1<sup>st</sup> Event September/October 2024





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2024 Events To-Date



# Mandate Events To-Date in 2024

## JANUARY

World Economic Forum

## FEBRUARY

GreenBiz

NBS benefits explorer launch webinar

Q1 All Endorsers'

WASH4WORK Member Mtg.

## MARCH

Blog: W+W women's day

Launch WRAF Utilities Guidance

Podcast WaterEquity

World Water Day

## APRIL

Q&A NPWI Guidance

Global Water Summit

Cop. Water Stewardship in the Colorado River

Webinar Investment Portfolio

Webinar Nordics

Women+Water Collab Kickoff

Godavari Kickoff



# Member Meetings

**Goal: Access to initiative updates and peer engagement**

## Q1 All CEO Water Mandate Endorsers Meeting

- Roadmap to Positive Water Impact and Beyond
- Process to Implement Collective Action and Track Impact
- How to Create Impact in 100 Priority Basins

### Next Steps:

Annual General Meeting at UNGA in September 2024 and a virtual event to follow.

## Q1 WASH4Work Bi-annual Meeting

- Leading practices in water, sanitation, and hygiene access (WASH) for 2024
- Release of the WASH Benefit Accounting Framework
- Climate Resilient WASH alignment
- Latest developments in WASH in the Supply Chain

### Next Steps:

The second Meeting is scheduled for June (Tentatively)

For the latest updates please visit <https://ceowatermandate.org/about/membershipopportunities/>  
To access recordings of previous meetings, check the links in the chat.



# Water Resilience Coalition

WRC Leadership Committee meets bimonthly – January, March, May

- Updates to CEO Circle Meetings
  - 2x meetings per year – World Economic Forum & UNGA/Climate Week
  - Closed meetings (LC & WRC members) will be ad hoc
  - Open meetings will focus on engagement actions and important achievements – invite only

- Set Collective Action Targets

- May 16 Meeting Discussion

## Delivering positive impact in 100 Basins + 300m people with WASH



# Net Positive Water Impact Guidance Updates

**Goal: Updates on the guidance, reflection from piloting companies and feedback summaries**

## Key takeaways

- Net Positive Water Impact five steps to drive measurable improvements in basin health.
- The potential benefits for companies choosing to implement this innovative framework

## Next steps:

Second draft review – May/June '24 and Implementation from September '24.

Net Positive Water Impact guidance document will be launched at the 79<sup>th</sup> United Nations General Assembly

To access the recording, check the link in the chat.

# Water Resilience Investment Portfolio Strategy

**Goal: Impact that collective corporate investments can unleash to achieve positive water impact**

## Key takeaways

- INCOFIN's Water Access Acceleration Fund (W2AF) is aligned with 100 Priority Basins, impacting 40-50 million people with targeted returns.
- De-risking investments through attractive blended finance and leveraging companies' expertise in key markets, prioritizing value creation and impact.
- Innovative equity investments ensuring impact sustainability, promising financial returns, bolstered by complementary partnerships.

## Next steps:

On track to deliver WASH to 300M+ people

If you'd like access to the recording send a request to [ceowatermandate@unglobalcompact.org](mailto:ceowatermandate@unglobalcompact.org)



# Biodiversity Benefit Kickoff

## Develop standardized methods for reporting biodiversity benefits of water stewardship activities

Pacific Institute, CEO Water Mandate, LimnoTech, TNC, and Second Nature Ecology and Design are collaborating on an initiative to develop standardized methods for reporting biodiversity benefits of water stewardship activities. Akin to the Volumetric Water Benefit Accounting and pending Water Quality Benefit Accounting guidance, this effort would provide guidance on selecting activities for ecosystem improvements and monitoring the biodiversity benefits of those activities.

### Key takeaways

- Report on interviews with corporate members

### Next steps:

- Landscape assessment to be completed by SWWW
- Guidance to be complete by summer of 2025
- Expert Advisory Group being assembled
- Seeking 3 more corporate participants @ \$50k



# Global Compact Network Webinars

**Goal: Information exchange session to improve local engagement and alignment.**

## Key takeaways

- Practical strategies for businesses to identify, manage water risk, and build resilience
- Tools and resources to help businesses set water targets and take action on water
- Setting water targets and identifying priority basins for collective action

## Events

- GCN United Kingdom – Building Water Resilience – November 28, 2023
- GCN Sweden & Nordic Countries – Forward Faster for Water Resilience – April 23, 2024

## Next Steps:

GCN Switzerland – Building Corporate Water Resilience – May 28, 2024

Latin America and the Caribbean Regional Hub – Water Resilience – June 2024

To view upcoming events, please visit [Events & Webinars](#)



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Strategic Communications  
and Upcoming Events



# Upcoming Activities

MAY	JUNE	JULY-AUGUST	SEPTEMBER	OCTOBER	NOV-DEC
Podcast WRC Investment	Alliance Water Stewardship	CWRI Virtual Meeting	UN General Assembly	Drought Resilience Conf.	COP29
Collective Action Tour	Launch WASH Benefits Acc.	Stockholm WWW	Launch NPWI Guidance	COP16, Biodiversity	COP16, Desertification
Launch Impact Report WRC	Webinar with LATAM	Launch WRAF Guidance (BMPA)	AGM in-Person (UNGA)	AGM Virtual	Q4 All Endorsers' Meeting
World Water Forum	UNGC Academy on Water Resilience			CWRI In-person Meeting	
Webinar with Swiss LN					



# World Water Forum



Event	Date	Audience
Mobilizing innovative financing for inclusive/green and climate resilience services for all	22th May	Government officials, Private Sector
Round Table on Corporate Water Stewardship	22th May	Private Sector
The Role of the Private Sector in Meeting Goals of SDG6	23 May	High-level, government officials, private sector



# Stockholm World Water Week

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## **-Building Resilient Water Systems: Bridging Borders for Peace**

60-minute online session

## **-NPWI: Bridging boundaries in corporate water stewardship**

90-minute onsite & online

## **-Perceived and Experiences Barriers to Corporate Engagement in Collective Actions**

On-site Workshop

## **-Roundtable and Networking Event**

UNGC Country Network

## **-Talking Show on Corporate Water Stewardship**

UNGC Country Network



# United Nations General Assembly

Event	Date
CEO Circle Meeting	23th Sept.
UNGC Leaders' Summit	24th Sept.
Full day event	25th Sept.





# Visibility Opportunities

As an initiative of the UN Global Compact, the CEO Water Mandate and Water Resilience Coalition are visible through various channels.



Website CEO Water Mandate  
+206K visits in 2023.



10+ International Events.  
60+ Speaking Engagements.



4700 users and 2150 projects  
registered in the Water Action Hub/



10K subscribers to the  
CEO Water Mandate Newsletter.



LinkedIn UN Global Compact 151K followers.  
LinkedIn Pacific Institute 10K followers.  
X UN Global Compact 137K followers.  
X CEO Water Mandate 2.7K followers.



6500+ Media mentions  
USD 6 billion+ of global potential  
media reach\*

\*Numbers from Meltwater



# Participate in Our Events!















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Collective Action



# WRC PATHWAY TO SUCCESS IN PRIORITY BASINS

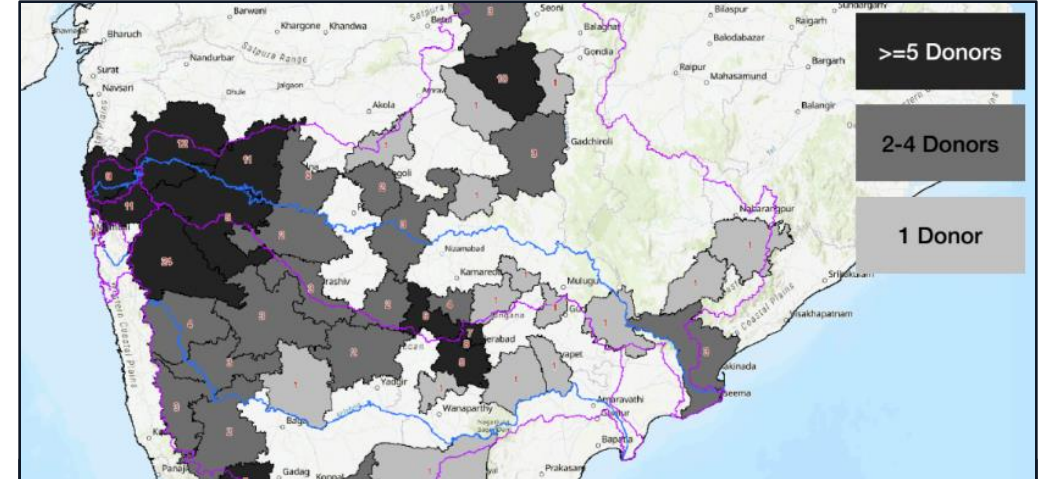
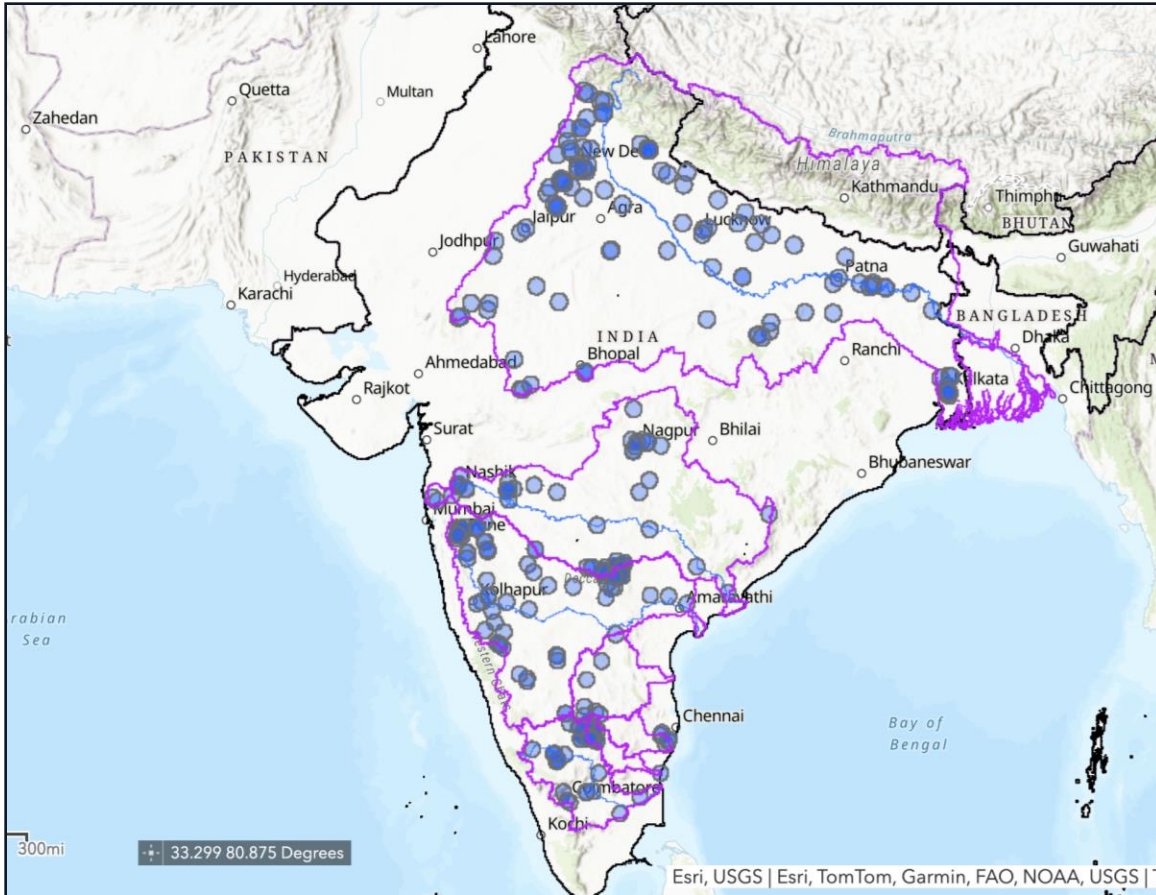
## Key activities to implement collective action and track impact across a basin

-  Map companies that have an interest in the basin (Water Action Hub Consultation APP)
-  Select a Basin Champion (CEO leadership ambassador)
-  Map and engage a Project Manager Organization (PMO) with local expertise
-  **Establish the basin baseline condition** (current Vs ideal status – main issues?) **and map key stakeholders**
-  **Set the goals** (What is the GAP to be closed?)
-  **Create road map** (interventions + funding/resources required + partners mapping)
-  Implement projects (sign with partners to deliver impact + engage companies)
-  Measure progress (annual tracking of impact & public disclose + quarterly monitoring)



# India: Godavari, Krishna, Kaveri, and Ganges

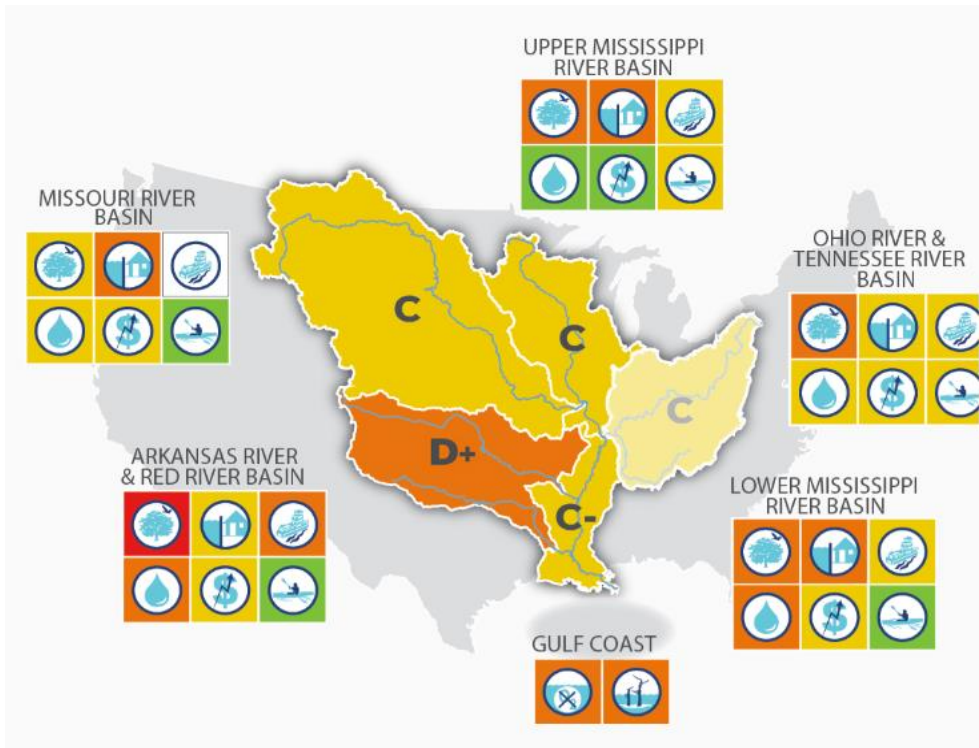
Understand basin opportunities and appetite for collective action



# Mississippi River Basin Water Action Collaborative

Implement a tailored work plan led by local expert organizations

## Building on Existing Basin Scope and Data



## Leveraging (vs. Replicating) Initiatives and Skills

- Basin mapping and target setting
  - **LimnoTech** (Technical Lead)
- Mississippi River Watershed Partnership governing structure and roadmap development
  - **America's Watershed Initiative** (Roadmap Lead)
- Corporate Environmental Justice expertise
  - **3M + LimnoTech** (EJ design)
- Leading global Collaborative model and measuring framework for collective action
  - **WRC and Pacific Institute** (Metrics + PMO)

# California Water Resilience Initiative

## Governance Structure

	<p>Basin Champion</p>	<p>Ignited structuring of CWRI Seed Funding Guidance, Promotion, Engagement</p>
	<p>Basin Leader</p>	<p>Collaborative Funding Guidance on Strategy Promotion &amp; Engagement</p>
	<p>PMO</p>	<p>Strategic/Implementation Plan Governance Partner/Project Evaluation Criteria Recruitment Impact Reporting/WAH Integration</p>
	<p>Technical Lead</p>	<p>Impact Measurement Framework Project Validation</p>
	<p>Advisory/Steering Committee</p>	<p>Strategic Plan Partner/Project Evaluation Policy Advocacy</p>

### Launched:

October 2023 in Sacramento with representation from the private sector, state government leaders, NGOs, and academia.

### Virtual Quarterly Meetings

Next quarterly meeting: July 23, 2024 (virtual)

In Person meeting: October 22, 2024 (Sacramento)

[Water Action Hub California Water Resilience Initiative](#)





# California Water Resilience Initiative

## Mission & Ambition

### The California Water Resilience Initiative (CWRI)

A private sector-led initiative to accelerate collaborative action between private, public, and non-profit sectors to achieve a water-resilient future for California.

### Goals

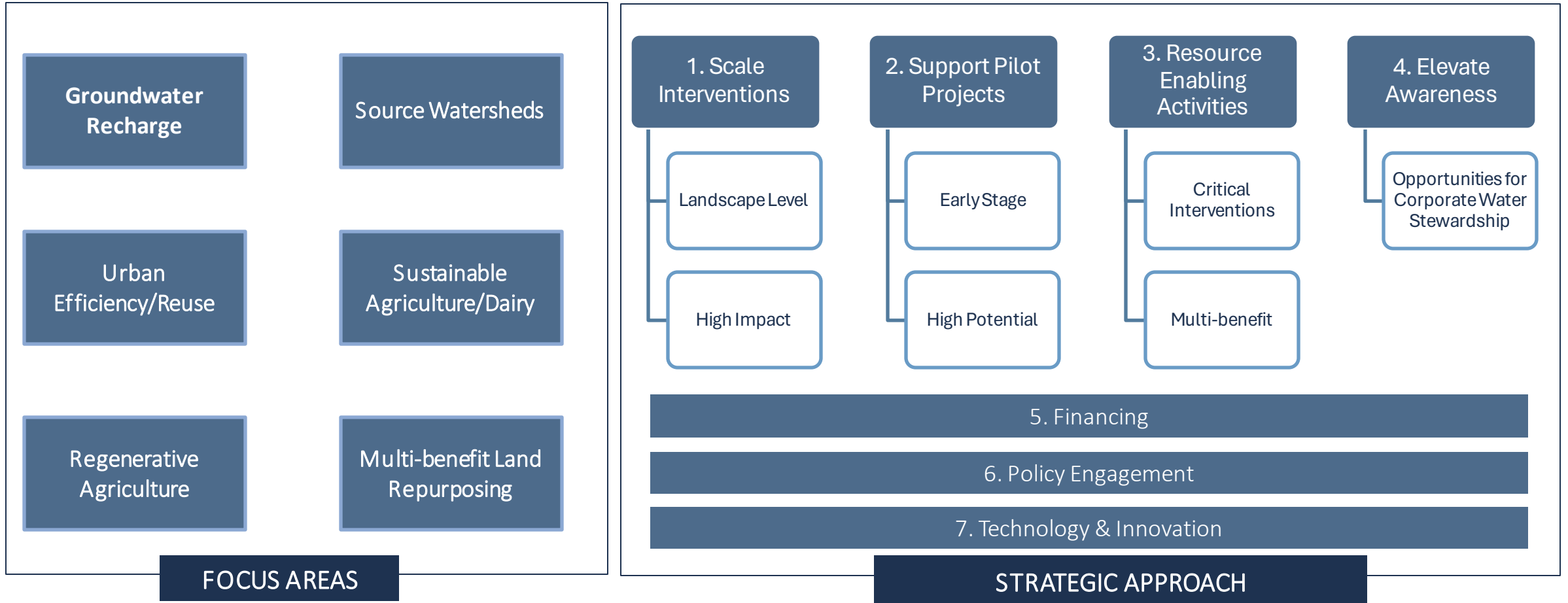
- Reduce, Reuse, Restore 1 MAF of water by 2030 and 1.8 MAF of water by 2040.
- Invest in sustainable outcomes for a just and equitable transition to a water-resilient California





# California Water Resilience Initiative

## Strategic Initiatives



# Basin Champions

## Ambassadors and engagement leaders at the regional level

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

## Basins in discussion

Maipo (Chile)	
Ganges, Krishna + Kaveri (India)	
Vaal + Berg and Breede (South Africa)	



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Reporting Systems and  
Updates

# REPORTING

## Complete your Global Compact CoP

- In 2024 CEO Water Mandate companies can **fulfill their reporting requirement by completing the Global Compact CoP**
- Advanced Questionnaire strongly recommended
- Open 1 April – 31 July

## Support collective action mapping

- Facilitate collective action and connect your company to relevant opportunities
- Submit your water targets and basins of interest



Please enter details of your operations in the selected basin

\*Select country

\*City

Interested in Engaging  Already Engaging

\*Investment Status

Comments

Mark as Private on Water Action Hub

WRC Flagship Project



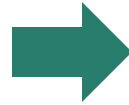


# SHARING TARGETS & BASINS OF INTEREST

Link in Chat

Link on Website

Navigate to Portal



**Register**

First Name

Last Name

Email

Password

Confirm Password

Organization

**Save And Next**

Sign In / Register



**Add Water Target Data**

\*Does your Company have a Water Target?

\*What is the Target?

\*Target Achievement Year

\*Target Applies to Direct Operations?

\*Target Applies to Supply Chain?

\*Target Applies to Communities?

\*Progress towards the target in this reporting year

CoP Reporting Year

**Close Save**

Input Water Targets



Get notified of opportunities for collective action



Please enter details of your operations in the selected basin

\*Select country

\*City

Interested in Engaging  Already Engaging

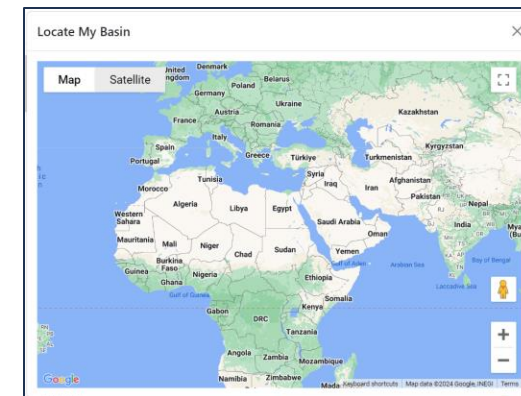
\*Investment Status

Comments

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WRC Flagship Project

Input Interest & Active Projects



Locate Your Basins

Welcome, Todd

Logout



# Basin Collective

**Pacific Institute**  
Please click the Add New Basin Data but

---Select a Basin to Filter Projects---

[Reset Filter](#)

## Your Priority Basins and Projects

### Company

Pacific Institute

## Add Basin Data

\*Select a basin of interest, or use Locate My Basin to pick from a map

---Please Select Basin---

[Locate My Basin](#)

Please enter details of your operations in the selected basin

\*Select country 

\*City

Interested in Engaging

Already Engaging

\*Investment Status 

\*Project Focus 

\*Collective Action 

Partner Name 

Partner Contact Name

\*Project Name

Project Url

Project File (jpeg,pdf,docx,doc,png,jpg)  No file chosen

Comments

Add New Basin Data

Basin Opportunities

Project File	Actions
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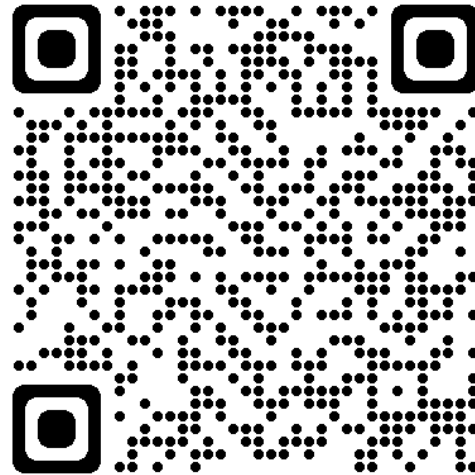


JOIN THE WATER ACTION HUB TODAY



# WATER ACTION HUB

1. Sign Up or Login
2. Map Your Water Action



# FORWARD FASTER

- Reporting for Forward Faster will begin in 2025
- Aligned with existing asks:
  - Water Targets & Basins of Interest
- If not already participating, we encourage you to join the Global Compact's flagship initiative



**Gender Equality**

**Climate Action**

**Living Wage**

**Water Resilience**

**Finance & Investment**





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Thank You

