



**CEO
WATER
MANDATE**

Overview



Agenda

WHO WE ARE

WHAT WE DO

WHERE YOU FIT

WHAT COMES NEXT



CEO Water Mandate

A partnership of the UN Global Compact and the Pacific Institute



**CEO
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**United Nations
Global Compact**

Largest corporate
responsibility platform



**PACIFIC
INSTITUTE**

Water resiliency
thought leadership



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Overview of the CEO Water Mandate Programming



**WATER
RESILIENCE
COALITION**



- Leadership Initiative
- Highest Ambition
 - Driving Collective Action

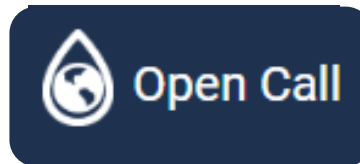


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**WASH
4WORK**

- Majority of Membership
- Access to Resources
 - Transparency



**WASH
4WORK**
WASH PLEDGE

- Ideal for SMEs, Value Chain
- UNGC Mem. not Required
 - Setting Water Targets

WHO WE ARE

A global network of businesses committed to water stewardship



A network of 460+ endorsing companies

Representing \$8+ trillion market capitalization

All sectors, sizes, and geographies



WHO WE ARE

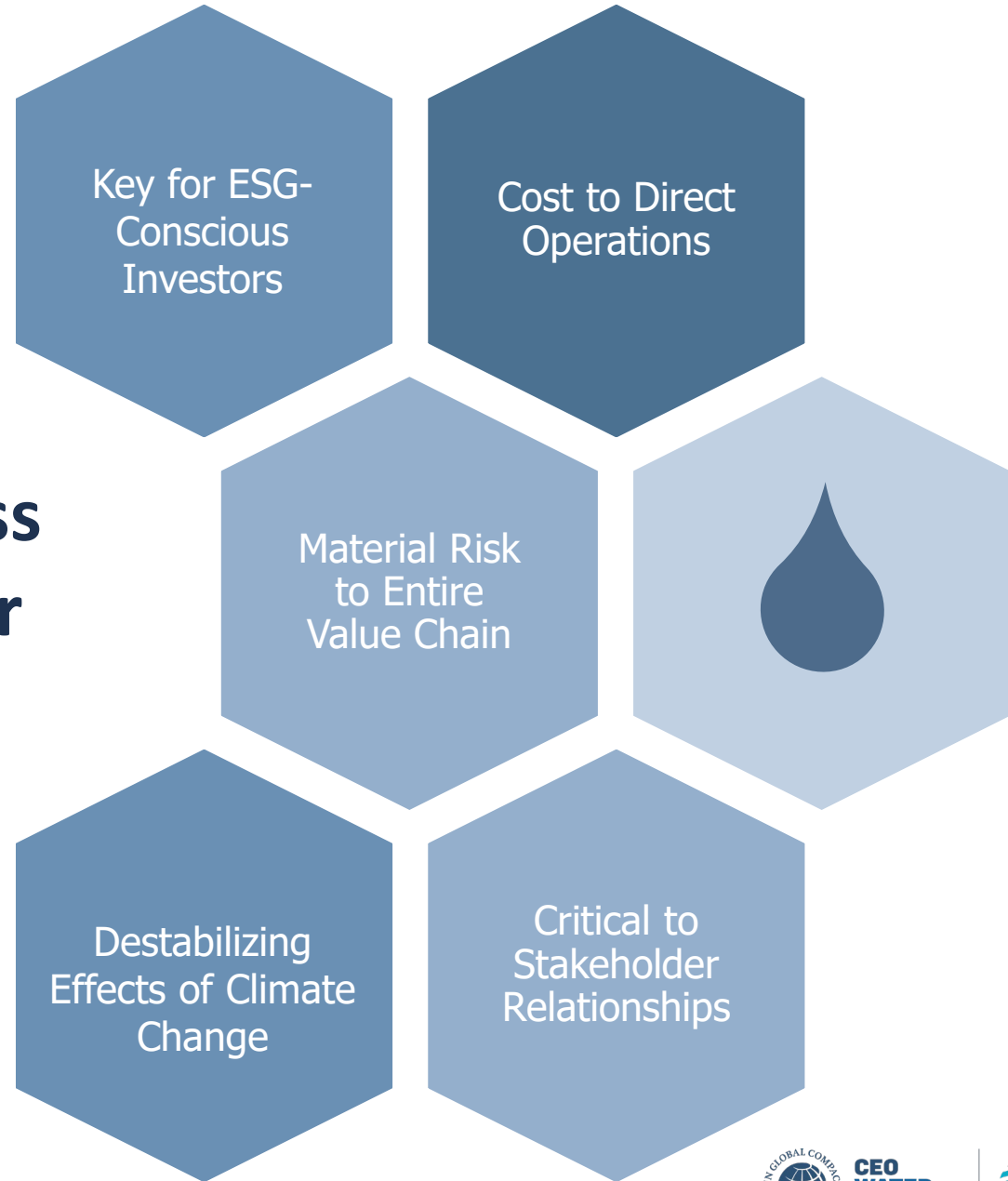


WHO WE ARE

An initiative to advance uptake of corporate water best practices



Business Case for Water



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WHO WE ARE

A platform to commit to
continuous progress in six
areas



Six Commitment Areas

1. Direct Operations
2. Supply Chain & Watershed Management
3. Collective Action
4. Public Policy
5. Community Engagement
6. Transparency



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WHAT WE DO

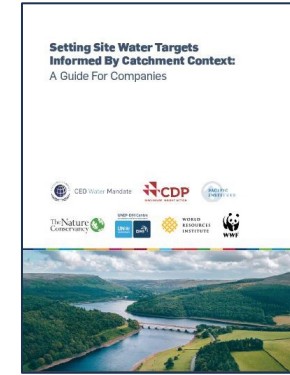


WHAT WE DO

Thought leadership,
resilience scaling,
elevating water's profile



- LEAD -



- SCALE -



- ELEVATE -



UN
2023 WATER
CONFERENCE

NEW YORK
22-24
MARCH
2023



Innovation and Leading-Edge Thinking



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Active Thought Leadership Projects

-

Benefit Accounting for Nature-Based Solutions (NBS)

Building the business case for NBS. Tool + method for identification, forecasting, and valuation of benefits

Water Resilience Assessment Framework (WRAF)

Step-by-step corporate guidance on assessing water resilience from a wholistic basin perspective

Net Positive Water Impact (NPWI)

WRC-led approach to improve and measure basin level health of water quantity, quality, and access (WASH)

WASH Working Groups

WASH4Work groups on standardized accounting, supply chain engagement, and climate resilient WASH

Water Action Hub Tools

Basin-level project mapping, corporate benchmarking, tool navigation, find partners for collective action



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Business Leaders' Open Call to Accelerate Water Action



The world is off-track to achieve SDG 6. We must rapidly accelerate action on water.



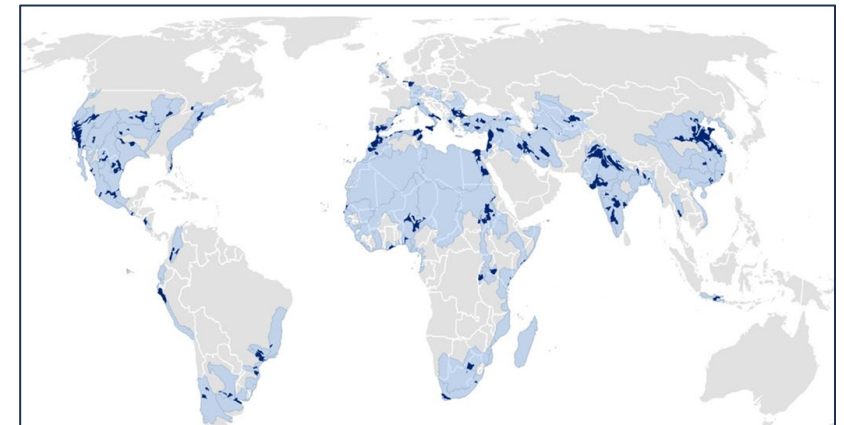
Businesses can—and must—be pivotal levers of change.











70+ companies have supported the call to achieve collective positive water impact in 100 global water basins by 2030.

Companies commit to:

- Enterprise-wide direct action
- Collective positive water impact in 100 basins by 2030

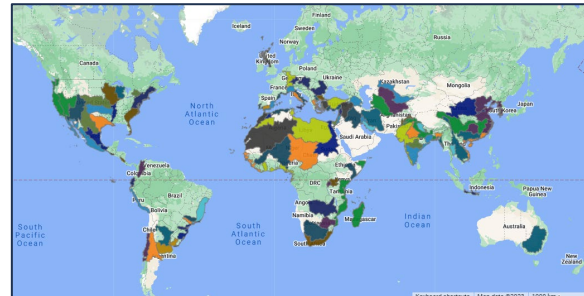


The Water Action Hub + Our 100 Priority Basins

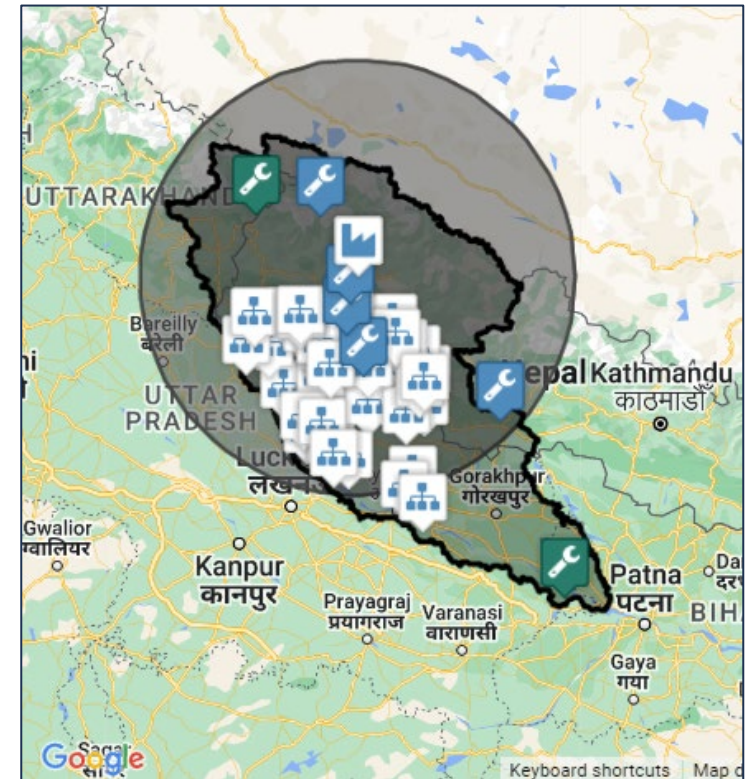
For Businesses	For Everyone
<p>Corporate Water Benchmark Tool</p> 	<p>Search the 100 Priority Basins</p> 
<p>Solutions Library</p> 	<p>Find Partners for Collective Action</p> 
<p>CEO Water Mandate</p> 	<p>Add Your Organization & Projects</p> 
<p>Sign the Open Call</p> 	<p>Search the Global Map of Projects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



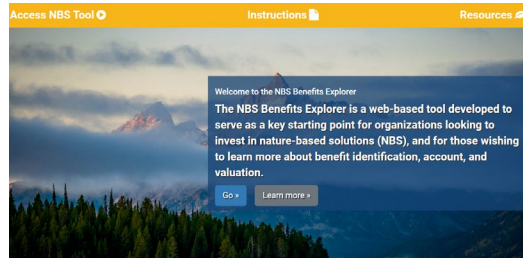
Search Projects by Basin



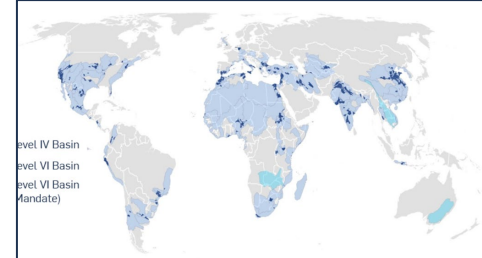
WATER ACTION HUB & DIGITAL TOOL FUTURE

The Premiere Online Destination for Water Stewardship Activities

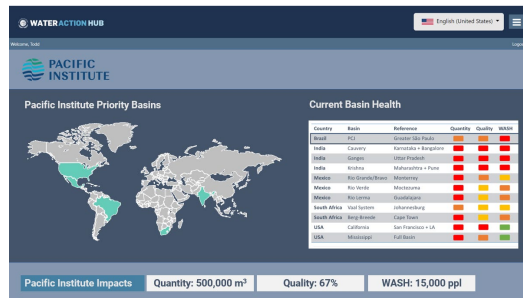
NBS Benefits Explorer



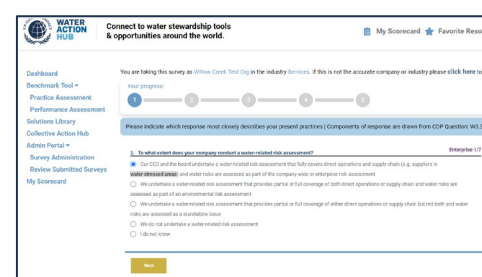
100 Basins App



Basin Monitoring



Benchmark Tool



WASH4Work



Improve WASH:

- in the Workplace
- in Supply Chains
- in Communities

Working Groups

1. [Standardized WASH Benefit Accounting](#)
2. [Climate Resilient WASH](#)
3. [WASH in the Supply Chain](#)



[2022 WASH Insights Report](#)



Scale Responsible Practice & Drive Basin Resilience



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**FORWARD
FASTER**

UN Global Compact flagship initiative to accelerate action across the SDGs

Sign Up to Targets in Up to 5 Areas



Gender Equality

Climate Action

Living Wage

Water Resilience

Finance & Investment

Forward Faster Water Resilience Target:
Build water resilience across global operations and supply chains and join hands to achieve collective positive water impact in at least 100 vulnerable prioritized water basins by 2030.

- Companies that join the Water Resilience target will automatically join the CEO Water Mandate
- CEO Water Mandate provides programmatic opportunities that support companies achieve the Forward Faster target
- Reporting for Forward Faster will begin in 2025
 - Water Targets & Basins of Interest, see action guide
- If not already participating, we encourage you to join the initiative for any targets of interest, including water



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WHAT WE DO

The Forward Faster initiative aims to support companies' water resilience commitment to direct operations and supply chain



302 Companies

Action Area 4: Water Resilience

- Build water resilience across global operations and supply chains.
- Achieve collective positive water impact in at least 100 vulnerable prioritized water basins by 20230.

KPIs

- Water quantity
- Water quality
- Water Accessibility

Reporting Indicators

1. Corporate Water Targets
2. Water-stressed basin with direct operations
3. 10 highest priority water-stressed basins and action taken
4. Basins outside the 100-priority basin



WHAT WE DO

The WRC is an action-centered commitment platform of the Mandate



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COALITION**



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COALITION**



37 Companies

18 Partners

- **What sets the WRC apart:**
 - Committing to specific, ambitious, long-term goals
 - Leadership and voice on water at the CEO level
 - Leveraging collective action to achieve impact at scale
- **By 2030 the Coalition seeks to:**
 - Have positive water impact in over 100 water stressed basins
 - Equitable and resilient WASH for at least 300 million people
- **By 2050 the Coalition seeks to:**
 - Achieve Net Positive Water Impact in 150 basins



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WHAT WE DO

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



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.



ADDRESSING SHARED WATER CHALLENGES

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

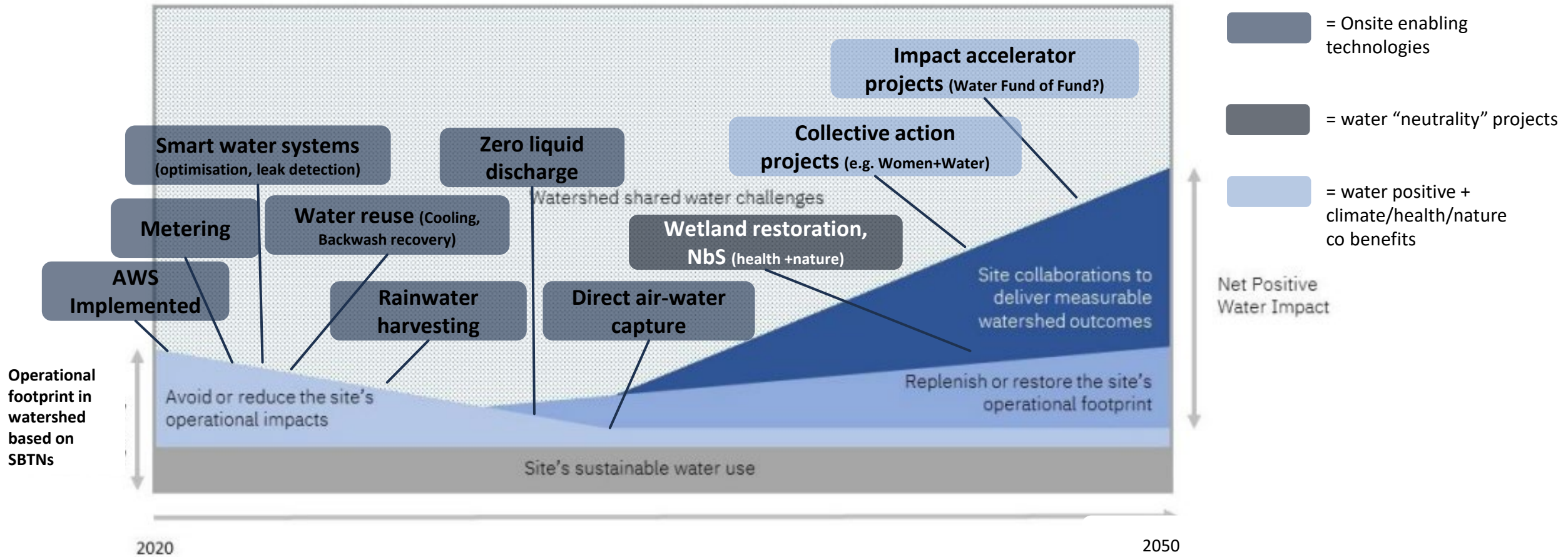


Figure adapted from CEO Water Mandate NPWI Methodology v4 by GSK

Building a More Sustainable Value Chain



WHAT WE DO

Rejuvenating critical watersheds by working with local partners



Collective Action Case Study



SITUATION

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

IMPLEMENTING PARTNER:



CURRENT MEMBERS:



INTERESTED MEMBERS:



2030 POTENTIAL IMPACT

CARBON BENEFIT (TONS CO2 / YEAR)	FOREST RESTORATIONS & CONSERVATION (HA)	WATER QUANTITY (M3)
1.089.010,69	125.689	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

WHAT WE DO

Mobilizing investment vehicles to scale water action around the world



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Investment Portfolio Case Study

- WRC Members partner with Water Equity to launch \$139 Million water fund.
- Balance sheet impact investing to mobilize more capital
- Expected to provide WASH to 5 million people worldwide



Starbucks, DuPont, Ecolab, Gap Inc, Reckitt, came together with US DFC to launch first \$139 Million Fund

\$1 Billion of future opportunities identified



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Raise the Profile of Water & Shape the Enabling Environment



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2025 High Level Events

GreenBiz²⁵

FEBRUARY 10 - 12, 2025
PHOENIX, AZ



10-12 February



11th
WORLD WATER FORUM
RIYADH 2027



WORLD
WATER
COUNCIL

TBD 2027



**HIGH-LEVEL POLITICAL FORUM
ON SUSTAINABLE DEVELOPMENT**

14-23 July



24-28 August



21-28 September



10- 21 November



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WHERE YOU FIT



WHERE YOU FIT

There are many ways to engage with water - we help guide your journey



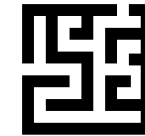
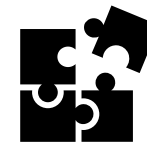
Onboarding Process

YOU



- Why did your company join the Mandate?
- What are your present activities on water?
- What are your future ambitions on water?

WE



- Connect you with our relevant programs
- Help navigate the water stewardship ecosystem
- Identify areas for future investment
- Update you on latest opportunities



WHERE YOU FIT

There are opportunities to engage to fit each company's interests



- LEAD -

- Provide input into a thought leadership product
- Commit to pilot-testing an innovative tool
- Receive specialist feedback on your water strategy

- SCALE -

- Share tools company uses to operationalize water stewardship
- Maintain an active profile on the Water Action Hub
- Engage in on-the-ground collective action efforts

- ELEVATE -

- Provide input to Mandate review of an external policy / standard
- Use company voice to advocate for water at appropriate fora
- Through WRC, utilize CEO / c-suite to elevate importance of water

WHERE YOU FIT

We recommend a few simple steps to get you started on your journey



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Recommended Engagements

1. Save the Date for our events and meetings

- Annual General Meeting: 24 Sept in NYC
- HLPF, AWS Forum, SWWW, SDG Summit, COP30

2. Explore the **Open Call 100 Basins** on the **Water Action Hub**

- Map your operation onto our 100 Priority Basins
- Join the Open Call to Accelerate Water Action

3. Choose a program to join / learn more about

- WASH4Work; Water Resilience Coalition
- NBS, WRAF, Legacy Tools
- First Year Program



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WHAT COMES NEXT



WHAT COMES NEXT

We keep barriers to entry
low to ensure any company
can benefit



Endorser Requirements

1. Be a UN Global Compact signatory
2. Report publicly on progress on an annual basis
3. Meaningfully contribute (financially or otherwise)

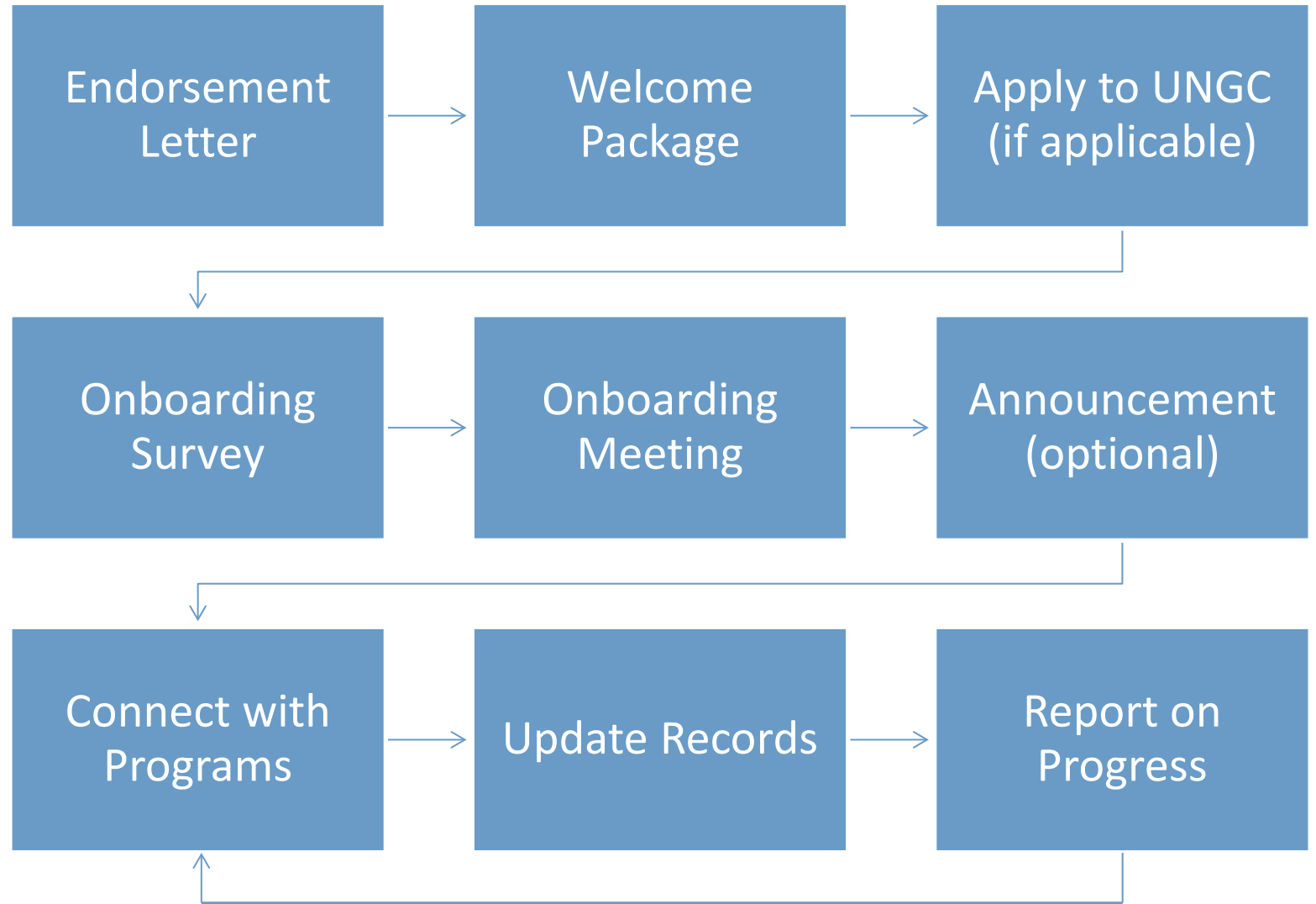
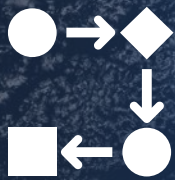


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WHAT COMES NEXT

The endorsement letter is just the first step in our partnership



WHAT COMES NEXT

Reporting is essential, but
flexible to fit our diversity
of companies



Reporting Requirement

2025 Reporting

2025 UN Global Compact CoP

- CEO Statement
- Digital Questionnaire [Streamlined Update]
- OR
- Sustainability Report Upload

2025 CEO Water Mandate CoP

- UN Global Compact CoP
- Forward Faster Questionnaire [If Applicable]
- 100 Basins App [Recommended for non-FF]

Email to ceowatermandate@unglobalcompact.org



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WHAT COMES NEXT

Endorser contributions make the work of the Mandate possible



Financial Contribution

Mandate endorsers expected to contribute financially or otherwise

Invoice timing is flexible to fit different fiscal calendars

Company Revenue Tiers by Annual Gross Sales	Expected Annual Financial Contribution
> USD 5 billion	USD 30,000
USD 1 – 5 billion	USD 20,000
USD 500 million – 1 billion	USD 15,000
USD 250 - 500 million	USD 7,500
USD 50 – 250 million	USD 5,000



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THANK YOU

