



**WATER
RESILIENCE
COALITION**



Collective Action for a Water Resilient World

Overview



**WATER
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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

1

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



CEO-Driven Coalition



“We recognize that the permanent availability of safe water resources is essential to human well-being and eco-system health, as well as future economic growth. We must all increase the level of our ambition to create water security by investing jointly in the critical watershed.”

**James Quincey, Chairman & Chief Executive Officer,
The Coca-Cola Company.**

“We all need to pay more attention to water. It is a precious, but undervalued, resource. We hope that companies from all sectors will join the Water Resilience Coalition and sign the pledge. It is important to increase water security so that people, nature and economies can continue to thrive.”

**Dolf Van Den Brink, Chief Executive Officer,
Heineken**



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



Brian Sikes
Cargill, CEO



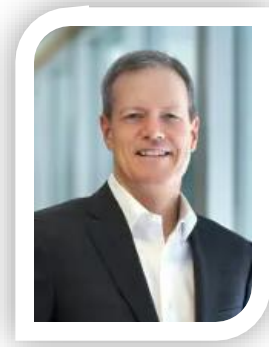
Debra Crew
Diageo, CEO



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



37+ companies
18 partners

\$5 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

WHAT WE DO

The WRC has four key strategies for achieving our 2030 collective ambition



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Our 2030 Roadmap

1



SCALING UP PROVEN SOLUTIONS VIA BEST-IN-CLASS TECHNOLOGIES & COLLECTIVE ACTIONS

2



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

3



LEVERAGING OUR INVESTMENTS IN WATER THROUGH THE WRC INVESTMENT PORTFOLIO

4



MEASURING OUR IMPACT AND ADVANCING INDUSTRY STANDARDS WITH DATA



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WRC'S 2030 ROADMAP FOR COLLECTIVE ACTION IN 100 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**







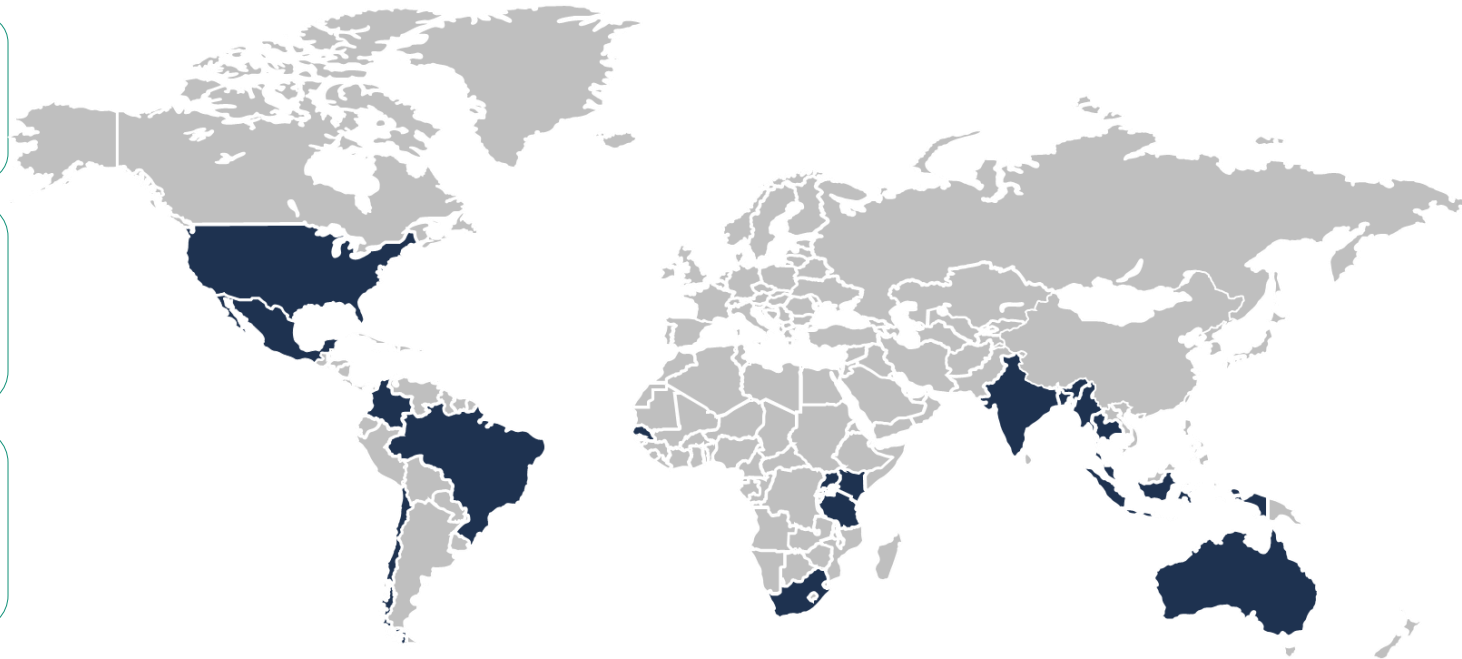
WRC INVESTMENT PORTFOLIO - \$1.7 BILLION in 2024

INVESTMENT THEMES	INVESTMENT OPPORTUNITIES & COMMITMENTS		IMPACT	FUNDS
WATER, SANITATION & HYGIENE ACCESS (Global)	\$470 Million	<i>Est. 6-12% IRR</i>	50M PEOPLE	 WATEREQUITY  Incofin INVESTMENT MANAGEMENT  Aqua for All
WASTEWATER REUSE & INFRASTRUCTURE (Global)	\$250 Million	<i>Est. 15-20% IRR</i>	<i>To be confirmed</i>	 WATEREQUITY  Aqua for All
NATURE BASED SOLUTIONS (California)	\$1 Billion	<i>Est. 16-19% IRR</i>	13M M3 RECHARGE/YR	 RRG  natureVest  The Nature Conservancy

2024: WRC INVESTMENT PORTFOLIO & 100 Priority Basins

\$1.7 Billion in Investment Opportunities aligned with Priority Basins

FUND	INVESTMENTS	GEOGRAPHIES
 Incofin INVESTMENT MANAGEMENT	\$70 Million	Africa, Asia, and Latin America
 Aqua for All	\$50 Million + \$250 Million	South Africa + Kenya & Indonesia
 WATEREQUITY	\$150 Million + \$200 Million	Global
 RRG	\$1 Billion	California, Chile, and Australia



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
Water-Stressed Basins		✓	✓	✓
		N/A	✓	✓
		✓	✓	N/A
Non-Stressed Basin(s)		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

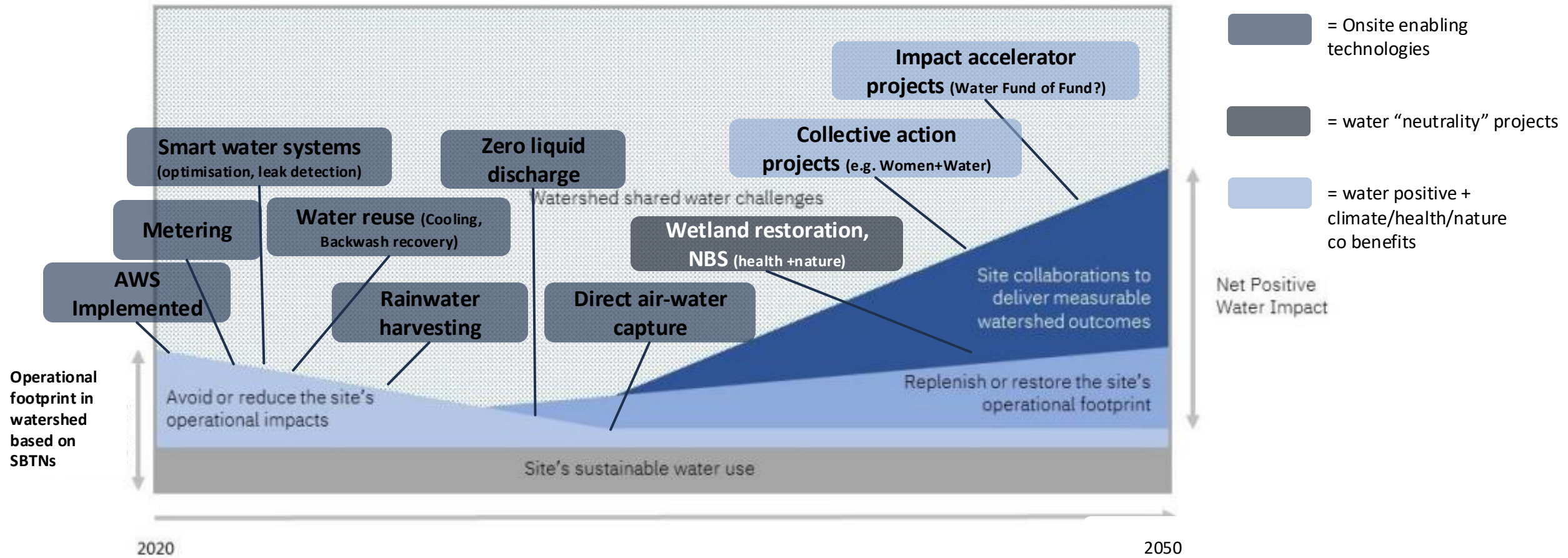
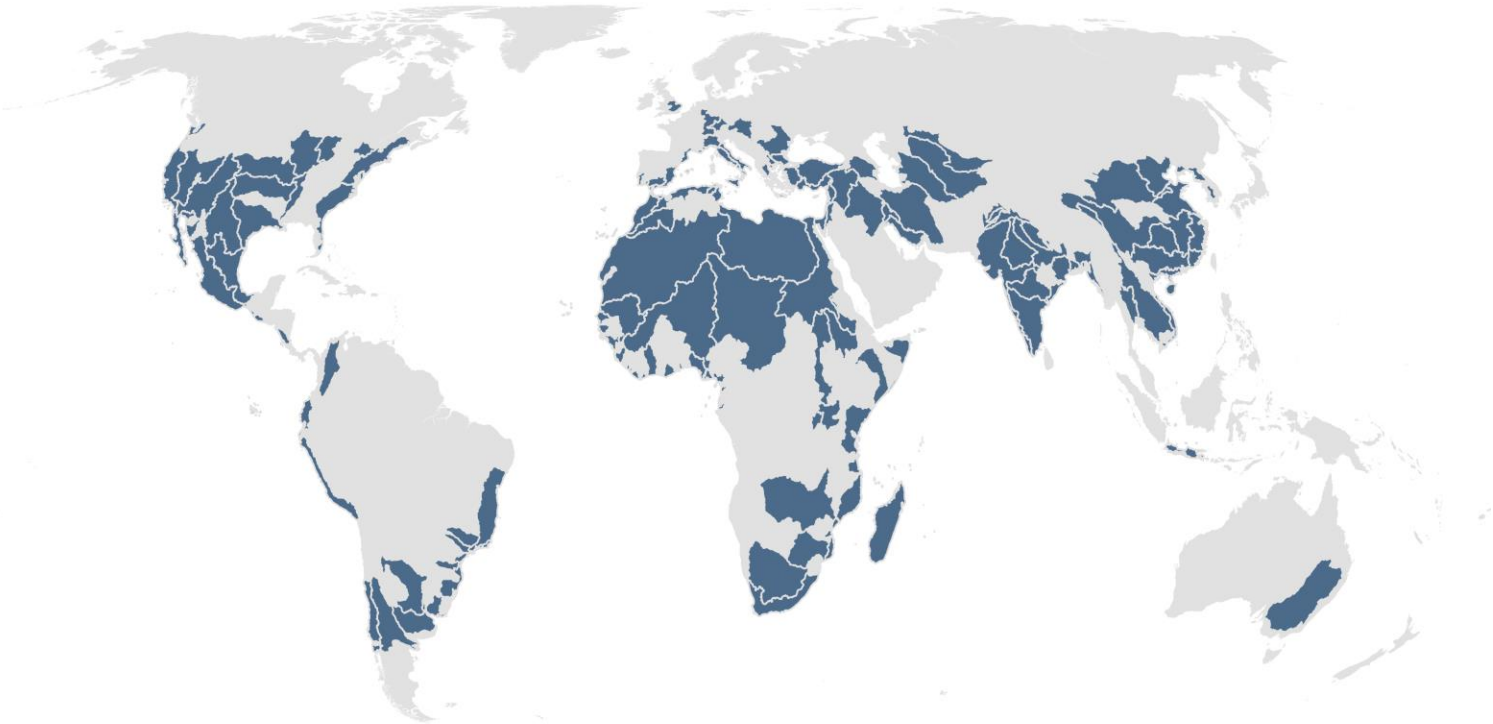


Figure adapted from CEO Water Mandate NPWI Methodology v4 by GSK

The 100 Priority Basins

WHAT WE DO

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



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**CEO
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The Nature Conservancy



wrap









[Click here to access!](#)



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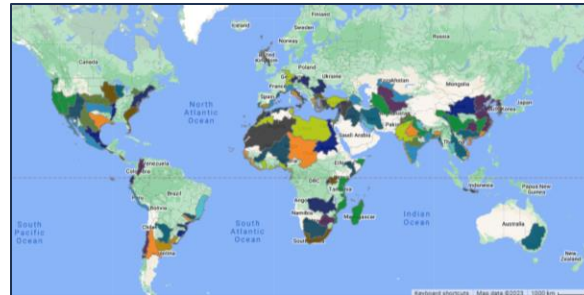


The Water Action Hub + Our 100 Priority Basins

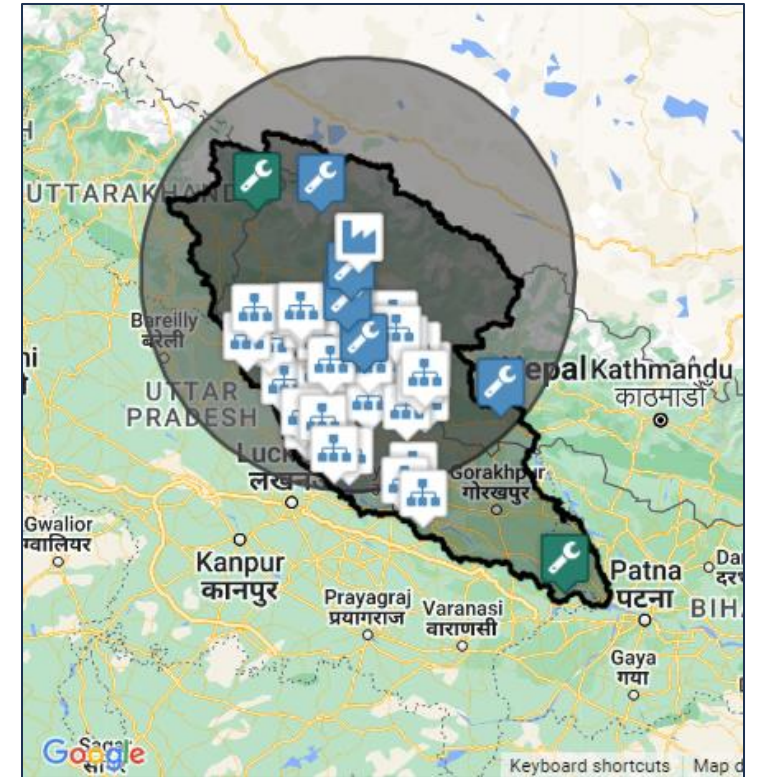
For Businesses	For Everyone
<p>Corporate Water Benchmark Tool</p> 	<p>Search the 100 Priority Basins</p> 
<p>Solutions Library</p> 	<p>Find Partners for Collective Action</p> 
<p>CEO Water Mandate</p> 	<p>Add Your Organization & Projects</p> 
<p>Sign the Open Call</p> 	<p>Search the Global Map of Projects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



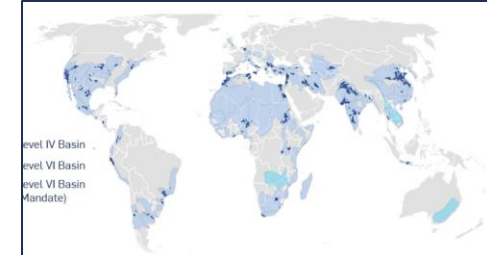
WATER ACTION HUB & DIGITAL TOOL FUTURE

The Premiere Online Destination for Water Stewardship Activities

NBS Benefits Explorer

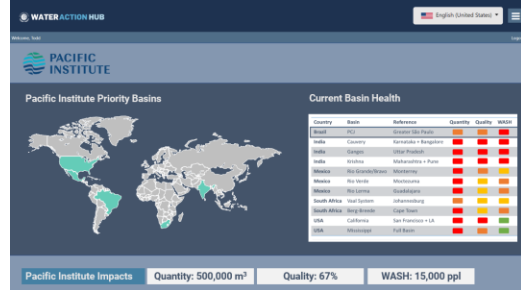


100 Basins App

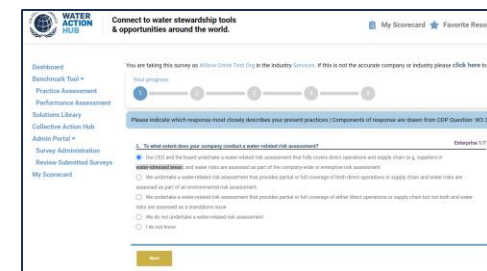


**WATER
ACTION
HUB**

Basin Monitoring



Benchmark Tool



OUR CURRENT COLLECTIVE ACTIONS

Priority places for demonstrating impact and leadership



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)	Diageo + GSK	Lisa Martin (CPO) + Debra Crew (CEO) & Local CEO
Rio Lerma (Mexico)	Diageo	Debra Crew (CEO) & Local CEO
Upper Tana (Kenya)	Diageo	Debra Crew (CEO) & Jane Karuku (African CEO)
Mississippi (USA)	3M + 1	Bob Brown (CEO) + Work in progress
São Paulo (Brazil)	AB InBev	Michel Doukeris (CEO) + Jean Jereissati (Ambev CEO)
Woman + Water Collaborative (India)	GAP Inc.	Mark Breitbard (GAP Brand CEO)
Yamuna (India)	HCL Tech	C Vijayakumar (CEO)
Rio Grande/Bravo (Mexico / USA)	Heineken + Coca-Cola FEMSA	Finalizing
Java Island (Indonesia)	1	Work in progress
Guadalquivir (Spain)	1	Work in progress

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:



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)		



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Jaguariúna - 2019

Haras Maripá

Jaguariúna Watershed 2019

earth
technologies

300 m



CEO
WATER
MANDATE

PACIFIC
INSTITUTE

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>



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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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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

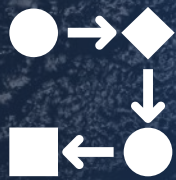


NEXT STEPS



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

- Senior-level engagement & recruitment instance
- Promote basin champions & flagship actions
- Composed by WRC CEOs & invited-only CEOs

COALITION MEMBER COMPANIES

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

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.



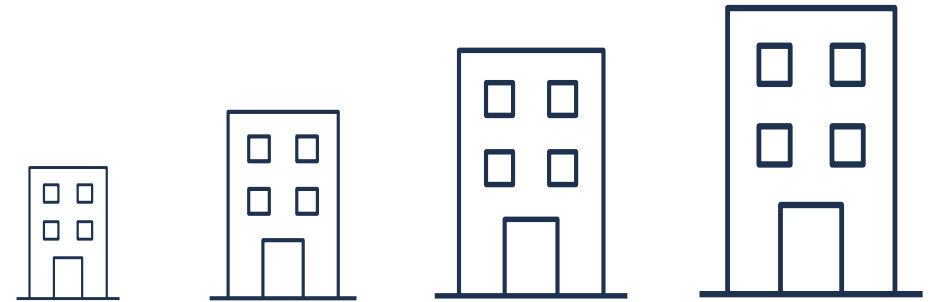
NEXT STEPS

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	\$30K



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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United Nations Global Compact

DOW | IHG Hotels & Resorts | 3M | Cargill | gsk | Kurita | BAYER | ECOLAB | DUPONT | Starbucks | Braskem | ABInBev | DIAGEO | PHOSAGRO | PACIFIC INSTITUTE

HOLCIM | Keurig DrPepper | Colgate | PVH | MARS | Gap Inc. | THE Coca-Cola COMPANY | Microsoft | LEVI STRAUSS & CO. | HEINEKEN | W | reckitt | DANONE



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