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Reframing NPWI: A Strategic Evolution Toward Positive Water Impact (PWI)

This memo aims to communicate a strategic reframing: Net Positive Water Impact (NPWI) will now be known as Positive Water Impact (PWI). While the core methodology and scientific rigor remain unchanged, this updated name is intended to better reflect our evolving strategic direction and unlock greater engagement and innovation.

The CEO Water Mandate and Water Resilience Coalition (WRC) are evolving the concept of NPWI based on critical lessons from implementers and partners. This shift moves beyond a compliance-driven mindset to one that empowers meaningful, scalable corporate water stewardship.

Historically, NPWI was framed as one of three core corporate commitments for the WRC. While this model provided a foundation, feedback from corporate partners has made it clear that NPWI must now move beyond being a static goal to becoming a **dynamic enabler of long-term water resilience**.

As such, PWI is being reimagined as a **strategic mechanism** and is no longer a mandatory membership commitment. Instead, PWI serves as a dynamic framework designed to help WRC and Mandate member companies achieve their core corporate water stewardship goals, and the dual commitments of the WRC: delivering positive water impact across 100 priority basins and providing access to clean water for 300 million people worldwide. This approach allows companies to gain a better understanding of their overall exposure to water risks and how to mitigate them by acting internally and at the basin scale. Rather than treating PWI as a destination, the new approach positions it as a **flexible framework** that supports a company's evolving water stewardship journey.

A key part of this shift involves the **language we use**. We are moving away from the term "net," which often introduces unnecessary complexity by evoking associations with carbon accounting and onerous standards. This change removes a perceived barrier, mischaracterizing water stewardship as a compliance-driven exercise and instead inviting innovation and collaboration, resulting in context-specific impact. For companies seeking to pursue a comprehensive positive water impact, they can still use this rigorous framework to support the highest level of commitment. The reframing to PWI opens the scope of the framework so that an aspirational end-goal is not a barrier for companies to begin their stewardship journey.

This strategic shift **retains the integrity of the original methodology** while better aligning with how companies operate, plan, and invest. It invites leaders to think bigger, act collaboratively, and speak credibly about their role in securing water for people, planet, and prosperity.

Importantly, PWI emphasizes that water stewardship is a **continuous journey**, not an end-state. Success will come from leading-edge activities on site and through collective action at the basin level enabled by thought leadership, targeted investment, and concrete basin action. This vision-led approach is dynamic, designed to accommodate and accelerate the WRC's and Mandate's innovation, collaboration, and investments as new solutions and global priorities emerge.

As this evolution of PWI continues, your feedback and leadership remain essential. We invite you to help shape the path forward. Together, we can make Positive Water Impact not just possible, but scalable.

Further details about our methodology and guidance remain unchanged and we are committed to providing support throughout this transition. For more information on PWI, please visit the [project page](#).