



**CEO  
WATER  
MANDATE**

# **CEO Water Mandate**

## Endorser Media Toolkit



**Here you will find efficient and easy-to-use guidance for communicating your engagement with the CEO Water Mandate.**

**In this document, you will find suggested messaging for:**

- Press releases**
- Boiler plates**
- Social media posts**
- Social media cards**



# Joining the initiative

**If you are a new joiner to the initiative, welcome! We encourage participants to publicly advocate for others to join our global movement and help create the world we all want.**

## Press Releases

Below, please find suggested text to add to press releases:

- Today, **[Company Name]** is proud to share that we have joined the CEO Water Mandate, reaffirming our commitment to addressing global water challenges through responsible corporate water stewardship.
- The CEO Water Mandate, a partnership between the UN Global Compact and the Pacific Institute, was established in 2007 to inspire business leaders to take action on critical water issues. It focuses on six core areas: optimizing water efficiency in operations, promoting sustainable water use in supply chains and watersheds, collaborating with stakeholders, advocating for robust water policies, supporting communities with water access and sanitation, and ensuring transparency in water management.
- By endorsing this initiative, **[Company Name]** continues its dedication to water stewardship, committing to reduce water-related business risks, capitalize on water-related opportunities, and contribute meaningfully to global water security and the achievement of the Sustainable Development Goals (SDGs).

# Boiler Plates

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## [Sample 1]

As an endorser of the CEO Water Mandate, [Company Name] is fully committed to sustainable water management and environmental responsibility. We are dedicated to implementing proactive measures across all six commitment areas of water stewardship. Launched in 2007 by the UN Global Compact and the Pacific Institute, the CEO Water Mandate brings together business leaders to drive progress on water stewardship, sanitation, and the SDGs in collaboration with governments, civil society, and other partners.

## [Sample 2]

As part of our commitment to advance water stewardship, [Company Name] has joined the CEO Water Mandate, a UN Global Compact and Pacific Institute partnership launched in 2007. This initiative mobilizes business leaders to promote sustainable water management, improve sanitation, and support the SDGs through collaboration with the United Nations, governments, civil society, and industry peers.

## [Sample 3]

As an endorser of the CEO Water Mandate, [Company Name] is aligned with the mission of addressing global water challenges through responsible corporate water stewardship. Established in 2007 by the UN Global Compact and the Pacific Institute, the CEO Water Mandate brings together business leaders to advance sustainable water management, sanitation efforts, and the SDGs in cooperation with the United Nations, governments, civil society, and other stakeholders.



# Social Media Guide + sample posts

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## Sample LinkedIn or Facebook posts

1. We are proud to announce we have joined the CEO Water Mandate. This is a partnership of the UN Global Compact and the Pacific Institute launched in 2007 to mobilize business leaders to address global water challenges. It focuses on six areas: efficient water use in operations, sustainable practices in supply chains and watersheds, collective action with stakeholders, advocacy for effective water policies, community support for water access and sanitation and transparency in water management.

**[Insert Press Release Quote from CEO here]**

2. Please read our official announcement on how we are taking our [#CorporateWaterStewardship](#) progress to the next level **[Link to related press release]**

We are excited to announce our endorsement of the CEO Water Mandate, a UN Global Compact initiative in partnership with the Pacific Institute. This initiative unites business leaders to address global water challenges through six areas of stewardship: efficient operations, sustainable supply chains, stakeholder collaboration, advocacy for water policies, community water access, and transparency.

**[Insert CEO quote]**

Learn more about how we're advancing [#CorporateWaterStewardship](#) **[Link to press release]**

## Sample X post

1. We are proud to announce we have joined the CEO Water Mandate, a UN Global Compact initiative launched in 2007 to mobilize business leaders to address global water challenges. **[Link to communication press release]**
2. Proud to join the CEO Water Mandate, a UN Global Compact initiative tackling global water challenges. Learn more: **[Link to press release]**

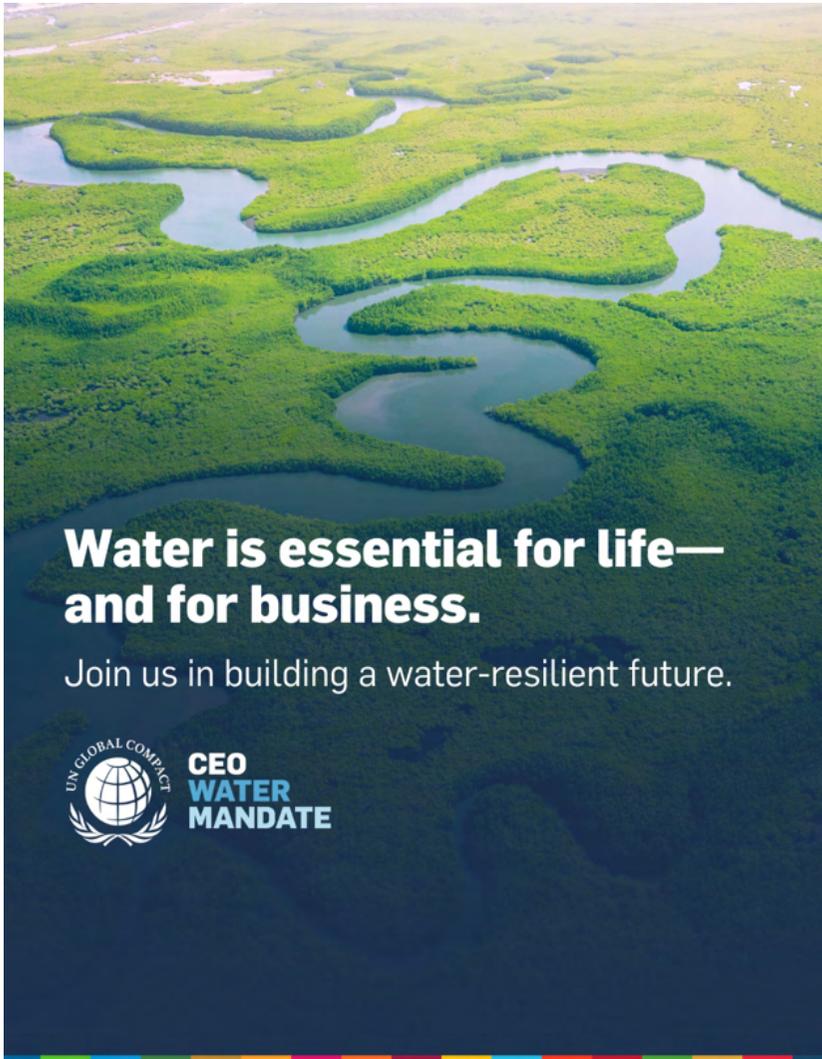
[#CEOWaterMandate](#) [#CorporateWaterStewardship](#) [#SDG6](#)

## Sample Instagram post

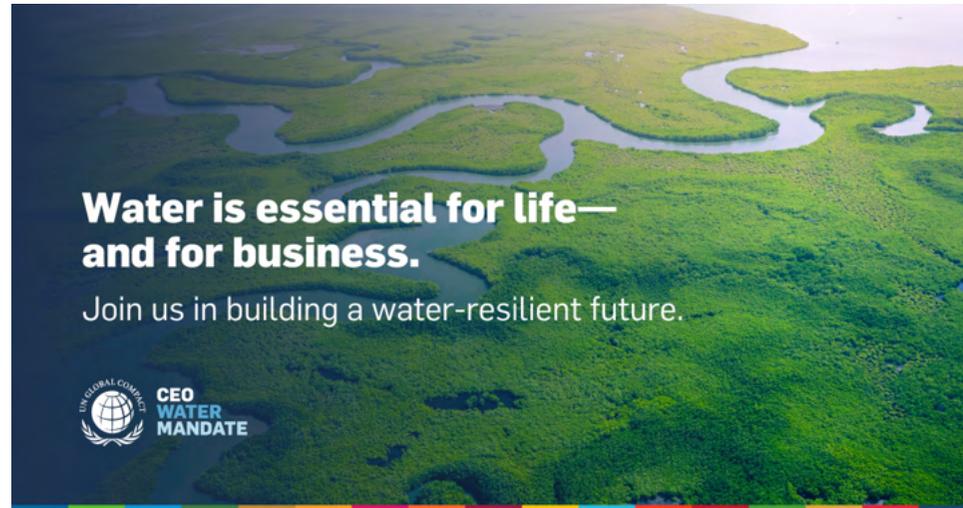
1. We are so proud to join the CEO Water Mandate as part of our commitment to [#CorporateWaterStewardship](#) and [#SDG6](#). Please click the link in our profile to view our sustainability progress. **[any link available here]**
2. We're thrilled to join the CEO Water Mandate, advancing [#CorporateWaterStewardship](#) and [#SDG6](#). Check out the link in our bio to see how we're making a difference.

[#WaterResilience](#)

# Visual Assets



[Download Resources Here](#)



[Download Digital Cards Here](#)

## Find us on Social Media



[@UnitedNationsGlobalCompact](#) | [@Pacific-Institute](#)



[@PacificInstitut](#) | [@H2O\\_stewards](#) | [@globalcompact](#)

**Hashtag: #CEOWaterMandate #WaterResilience #SDG6  
#CorporateWaterStewardship #ForwardFaster**

# Sharing the Communication on Progress

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## Press releases

- (COMMUNICATION ON PROGRESS) Today, **[Company Name]** is proud to share our CEO Water Mandate Communication on Progress, demonstrating our ongoing commitment to address global water challenges through corporate water stewardship.
- The CEO Water Mandate is a UN Global Compact initiative launched in 2007 to mobilize business leaders to address global water challenges. It focuses on six areas: efficient water use in operations, sustainable practices in supply chains and watersheds, collective action with stakeholders, advocacy for effective water policies, community support for water access and sanitation and transparency in water management.
- As part of our continued engagement with corporate water stewardship, this commitment outlines our efforts to identify and reduce critical water risks to businesses, seize water-related opportunities and contribute to water security and the Sustainable Development Goals.

## Sample LinkedIn or Facebook post

1. Our latest CEO Water Mandate Communication on Progress is now available online. Find out what [#CorporateWaterStewardship](#) means to us and how we are dedicated to continual progress in its six commitment areas. **[add link to the communication on progress and digital card]**
2. Our latest CEO Water Mandate Communication on Progress is now available! Discover how we are driving continual progress across the six core areas of [#CorporateWaterStewardship](#).

**[Link to report]**

## Sample X post

1. We are measuring our water impact. Read our latest CEO Water Mandate Communication on Progress. **[add link to the communication on progress and digital card]**
2. We're tracking our water impact. Read our latest CEO Water Mandate Communication on Progress: **[Link to report]**  
[#WaterResilience #CEOWaterMandate](#)

## Sample Instagram post

1. We are measuring our water impact. Read our latest CEO Water Mandate Communication on Progress. **[add link to the communication on progress and digital card]**
2. We're tracking our water impact. Read our latest CEO Water Mandate Communication on Progress: **[Link to report]**  
[#WaterResilience #CEOWaterMandate](#)



**CEO  
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**Questions?**

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