



CEO
WATER
MANDATE

Overview

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CEO
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The CEO Water Mandate

A partnership of the UN Global Compact and the Pacific Institute since 2007



United Nations
Global Compact

- Launched in 2000
- Largest corporate sustainability platform
- Over 25K+ participating companies in 160+ countries
- Drives business awareness and action on the SDGs by 2030

[Learn more.](#)



PACIFIC
INSTITUTE

- Founded in 1987
- Water resiliency thought leadership
- Focused on four impact areas: Water Equity, Water Efficiency and Reuse, Nature-Based Solutions, Corporate Water Stewardship

[Learn more.](#)

CEO Water Mandate: Program Overview

Supporting companies from strategy development to basin-level impact



Companies United for Water Stewardship

Designed for companies launching or advancing their corporate water stewardship practices.

- Advanced thought leadership content and [500+ practical tools & resources](#)
- Expert review of your water strategy with guidance on building a basin-centered approach
- Quarterly endorser forums and invites to special/private events
- Join the [Positive Water Impact](#) program for collaborative learning & peer support (contributing members)

[Learn more.](#)



Companies United for Collective Action

An action-oriented platform for companies with advanced water stewardship practices and advancing collective action.

- CEO-level leadership and advocacy
- Advance corporate goals through basin-level Impact
- Collaborate with industry leaders and peers through exclusive events
- Influence the global water agenda and attend international forums like COP, WEF, UNGA, etc.
- Committing to specific, ambitious, long-term goals; By 2030, Deliver positive water impact in 100 water-stressed basins and enable equitable and resilient WASH for 300+ million people

[Learn more.](#)

WHO WE ARE

A global network of businesses committed to water stewardship

630+ Endorsing Companies

\$8T+ Market Cap

All Sectors, Sizes, & Geographies

ECOLAB®

AB InBev



BHP



Coca-Cola

DIAGEO



Braskem



3M



Gap Inc.



DUPONT



GSK

Asahi



Meta



PRIMARK®

Cargill®



The Six Commitment Areas

A platform to commit to continuous progress in six areas



Direct Operations

Managing water use within your own facilities and operations



Supply Chain & Watershed

Addressing water risks across suppliers and watersheds



Collective Action

Partnering with others to achieve shared water goals



Public Policy

Advocating for sound water governance and regulation



Community Engagement

Supporting communities dependent on shared water resources



Transparency

Reporting publicly on water performance and progress

Onboarding Process

We guide your stewardship journey from ambition to impact

YOU



- Why did your company join the Mandate?
- What are your current activities and future water ambitions?
- Have you identified if your operations are in high-risk water-stressed basins?
- What are your key risks, opportunities, and priorities?

WE



- Connect you to the best practices and the most relevant programs and initiatives
- Connect you to peer companies
- Identify priority areas for investment and impact
- Keep you informed on the latest opportunities

HOW YOU ENGAGE

Our Engagement Pillars



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Our 3 Engagement Pillars

Three ways your company can lead and deliver impact in water stewardship

Pillar 1



Advance Thought Leadership

For companies that want to influence leading practice or value expert input to strengthen your strategy

- Provide input into a thought leadership guidance document or online tool
- Test and showcase innovative approaches to advance stewardship practices
- Receive expert feedback on your strategy



NBS



Pillar 2



Scaling Water Resilience

For companies that want to operationalize water stewardship and take action on the ground.

- Share resources your company uses to operationalize water stewardship
- Maintain an active profile on the [Water Action Hub](#) and [100 Basins App](#)
- Engage in on-the-ground collective action efforts



WATER
RESILIENCE
COALITION

Pillar 3



Elevating the Profile of Water

For companies that want to activate executive leadership to advocate for water at global forums.

- Provide input to the Mandate review of an external standard
- Use company voice to advocate for water in key forums
- Leverage CEO and C-suite leadership to elevate importance of water

GreenBiz²⁶



Active Thought Leadership Projects

NBS

Benefit Accounting for Nature-Based Solutions

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

[Learn more.](#)

WRAF

Water Resilience Assessment Framework

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

[Learn more.](#)

PWI

Positive Water Impact

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

[Learn more.](#)

Hub

Water Action Hub Tools

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

[Learn more.](#)

The Water Action Hub + Our 100 Priority Basins

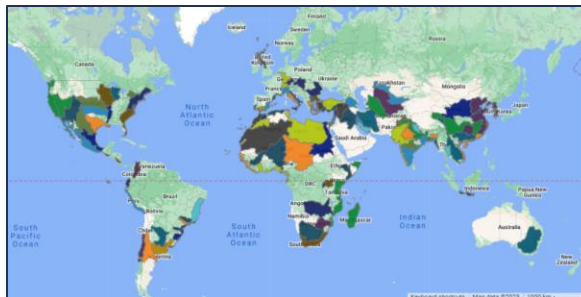
For Businesses	For Everyone
Corporate Water Benchmark Tool 	Search the 100 Priority Basins 
Solutions Library 	Find Partners for Collective Action 
CEO Water Mandate 	Add Your Organization & Projects 
Sign the Open Call 	Search the Global Map of Projects 

Make a profile to map water projects and connect with other basin partners

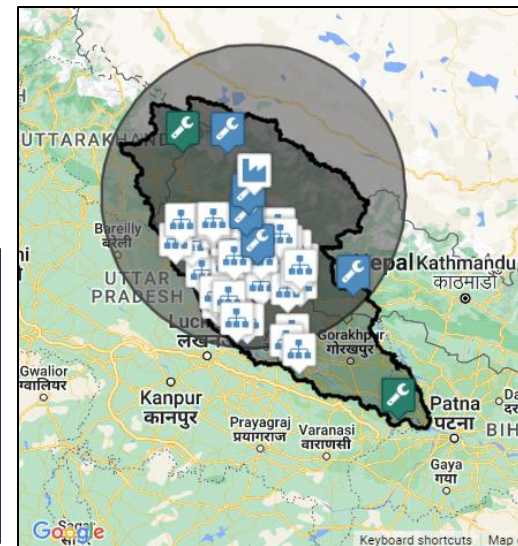
Utilize our Corporate Water Benchmarking Tool and NBS Benefits Explorer



**WATER
ACTION
HUB**



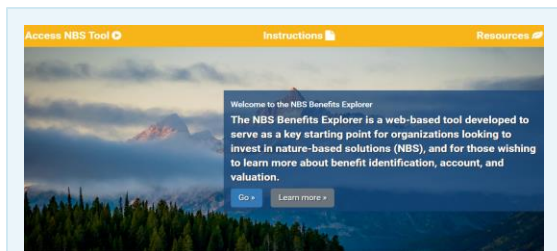
Search our 100 Priority Basins to find projects influencing your operations



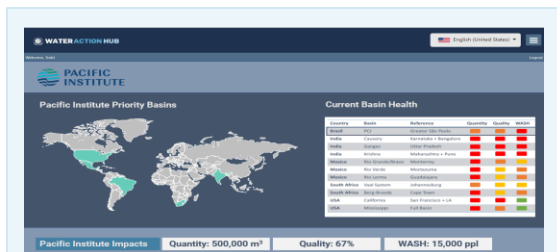
Search Projects by Basin

Water Action Hub & Digital Tool Future

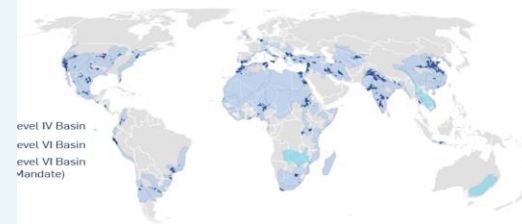
The Premiere Online Destination for Water Stewardship Activities



NBS Benefits Explorer



Basin Monitoring



100 Basins App

Benchmark Tool

Collective Action Case Study

Rejuvenating critical watersheds by working with local partners

BRAZIL

SITUATION

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

SÃO PAULO WATER FUND



2030 POTENTIAL IMPACT

1.089.010,69

Carbon Benefit (tons CO₂/year)

125.689 ha

Forest Restoration & Conservation

559.438.767

Water Quantity (m³)

12.326.401

People Impacted (Water availability)

11.234

People Impacted (Economic Benefits)

Implementing Members

The Nature Conservancy 

Current Members



Interested Members



Raising the Profile of Water: 2026 High Level Events



17–19 February

GreenBiz 26



TBD 2027

World Water Council



23–27 August

World Water Week



21–28 September

UN General Assembly



9–20 November

COP30 Türkiye



2–4 December

UN Water Conference

WHAT COMES NEXT

Your Partnership Starts Here

Endorser requirements, reporting & first steps



**CEO
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Join Us and Participate

Recommended Next Steps

1 Save the Date for key events and meetings

- Annual General Meeting (TBD)
- Let us know if you plan to attend any key events & forums

[Learn more.](#)

2 Explore Membership Opportunities

- Access to peer-to-peer exchanges, webinars, information decks
- Participate in targeted engagement opportunities

[Learn more.](#)

3 Support Collective Action Efforts

- Map your operation across the 100 Priority Basins on the Water Action Hub
- Encourage peers to join the Mandate & engage in their priority basins

[Learn more.](#)

4 Select a program to join or explore further

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

[Learn more.](#)

Endorser Requirements

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



Be a UN Global Compact signatory

Membership in the UN Global Compact is the foundation of the partnership. All Mandate companies are required to be signatories.

Click on the link below to review the steps on becoming a UNGC signatory

[Learn more.](#)



Sign the CEO Water Mandate Endorsement Letter

A C-suite level officer must sign our CWM Endorsement PDF Letter committing their company to the Mandate.

Once completed, send the completed document to Lrodriguez@pacinst.org

[Learn more.](#)



Report publicly on progress annually

All Mandate endorsers must submit their annual Communication on Progress (COP) to the UNGC to remain in good standing.

Click on the link below to learn more information on the questionnaires.

[Learn more.](#)



Meaningfully contribute

Contribute financially or otherwise to support the work of the Mandate

[Learn more.](#)

Financial Contribution

Endorser contributions make the work of the Mandate possible

All endorsing companies are expected to make a meaningful contribution to the work of the Mandate, financially or otherwise. The Mandate Secretariat suggests a general contribution based on the endorser's annual revenue.

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

Financial contributions may be renewed on an annual basis and are separate from any contributions made as part of membership in the UN Global Compact or towards other initiatives within the CEO Water Mandate (e.g., Water Resilience Coalition).

Thank You

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