



**CEO
WATER
MANDATE**



Lessons from India and South Africa: Setting Site Water Targets to Drive Action

August 18, 2020

Agenda

Time (PDT)	Description	Presenter
8:00 – 8:05	Welcome	Jason Morrison (President of Pacific Institute, Head, CEO Water Mandate)
8:05 – 8:10	Overview	Tien Shiao (Senior Researcher, Pacific Institute, Senior Advisor, CEO Water Mandate)
8:10 – 8:25	Insights and lessons learned from pilots in the Noyyal-Bhavani River Basin, India, and Upper Vaal and Berg and Breede River Basins, South Africa	Sonali Abraham (Research Associate, Pacific Institute) and Hannah Baleta (Senior Researcher, Pacific Institute, Senior Advisor, CEO Water Mandate)
8:25 – 8:45	Panel discussion: How companies are setting water targets and driving effective action	Megan Farrell (PVH Corp.), Byron Thayer (Levi Strauss & Co.), Rivash Panday (Sasol Limited), Feroz Koor (Woolworths Holdings Limited)
8:45 – 8:55	Q/A with the audience	Jason Morrison
8:55 – 9:00	Wrap up	Jason Morrison

Webinar Process

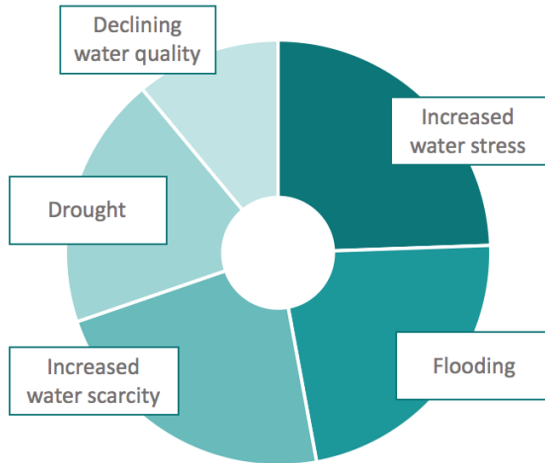
- Please type your questions into the **Q&A** box not the 'chat" box.
- We will respond to questions in the order received at the end of the webinar.
- The webinar will be recorded and emailed to all attendees.

Poll question 1

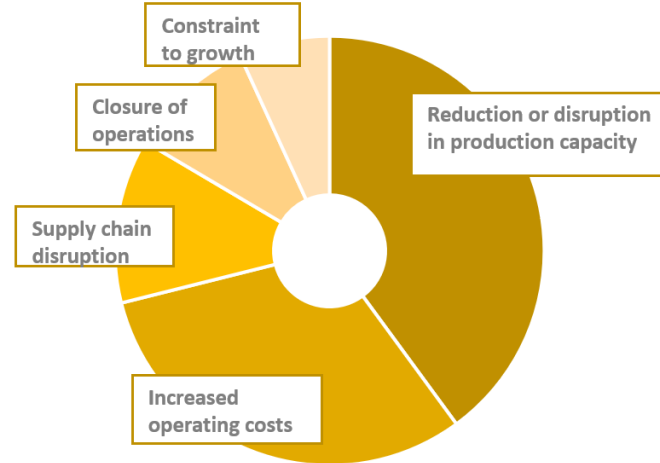
What region are you calling in from?

Companies face climate change impacts and water risks

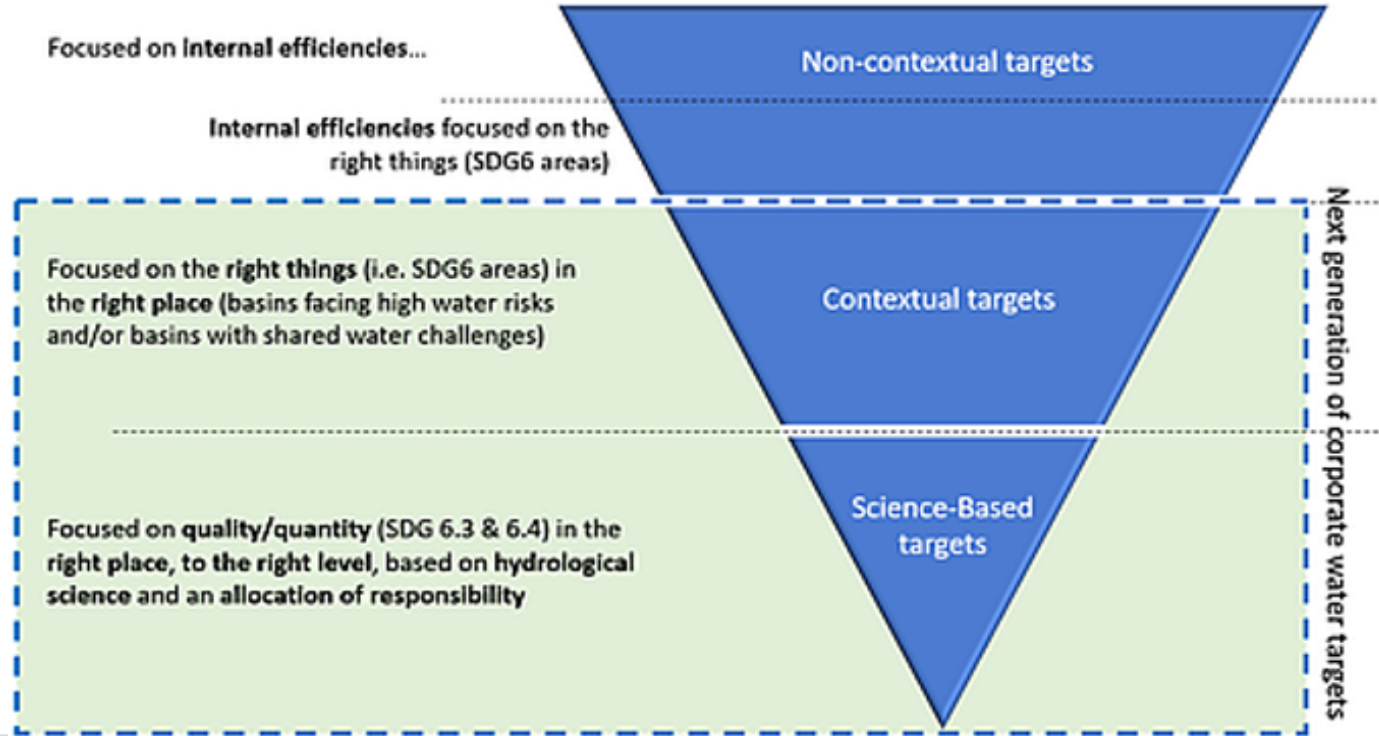
Top 5 water risks (CDP 2018)



Top 5 potential financial impacts (CDP 2018)



Evolution of corporate water targets



Source: [WWF 2020](#)

More companies are setting meaningful water targets



Reduce 5 million kg of water pollutants in priority watersheds

Source: [Cargill, 2020](#)



Reduce water use in manufacturing by 50 percent in areas of high water stress

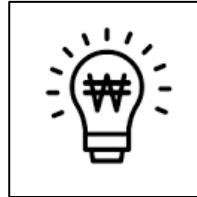
Source: [Levi's Strauss & Co., 2019](#)

Why set water targets incorporating catchment context?

Water targets reflect operating conditions at catchment level



Reduce risks at a local level



Realize new opportunities



Contribute to overall water security and sustainability

There are 3 elements for setting effective water targets

- 1 Water targets should respond to priority water challenges within the catchment
- 2 Ambition of water targets should be informed by site's contribution to water challenges and desired conditions
- 3 Water targets should capitalize on opportunities and contribute to public policy priorities

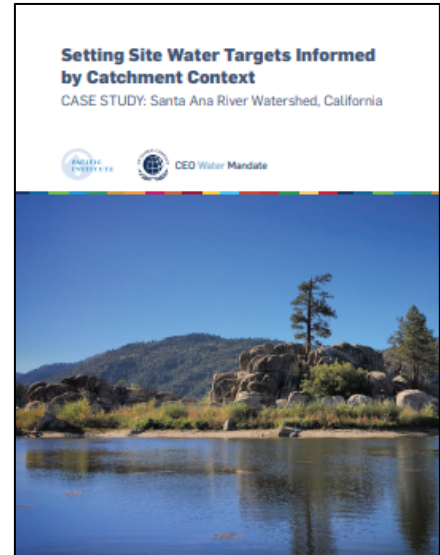
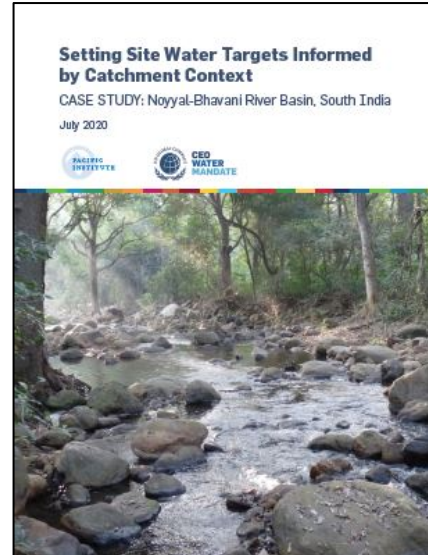
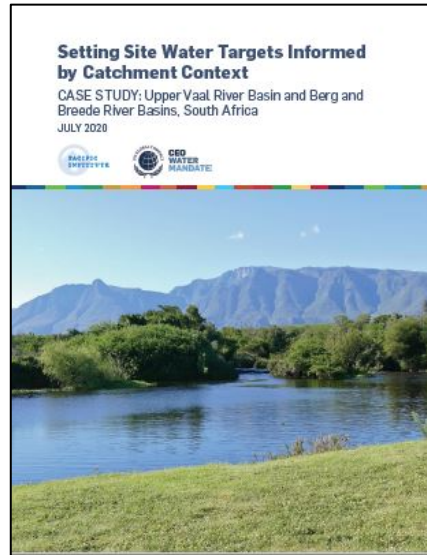
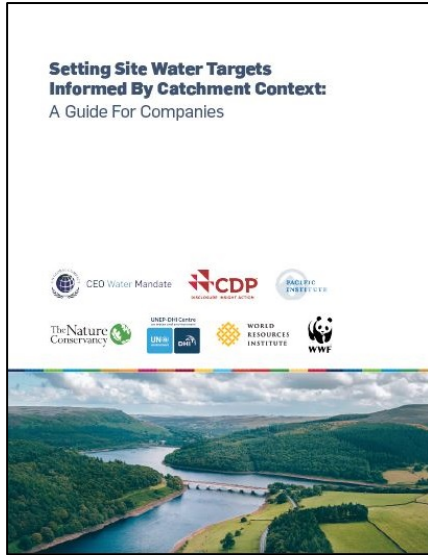
Source: [Site water targets](#)



Leading companies are using the framework to set contextual and drive action



Framework has been pilot-tested around the world



<https://ceowatermandate.org/site-targets-guide/>

Lessons learned



Use local resources to build a thorough understanding of the region



Good data and stakeholder engagement are key



Most water challenges are interconnected



Climate change and governance are common threads



Targets come in many shapes and forms

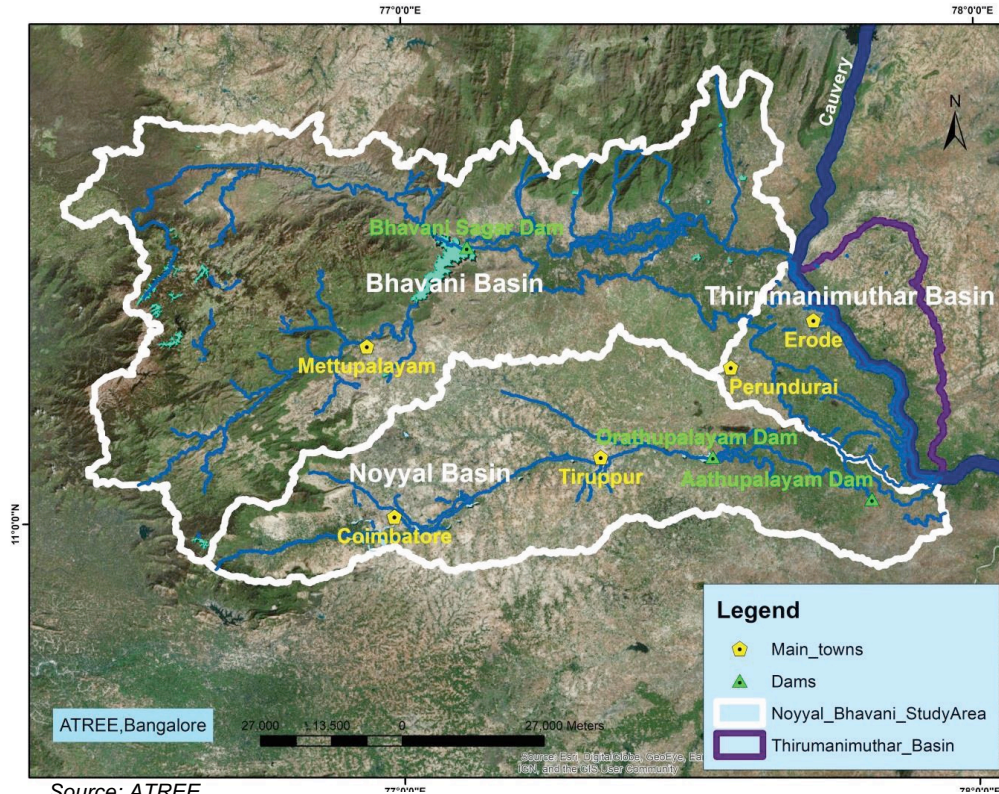


The process may be led at the site level or at the corporate level



Collective action saves resources and creates scaled impact

Noyyal-Bhavani river basin



Source: ATREE



Prioritize water challenges and evaluate desired conditions

- Used data and local policy to prioritize challenges.
- Based on the 'gap' between the current and desired end state of the basin.
- Evaluated desired end state using local policy, international goals, and research on basin needs.

Water Challenge	Issue/Indicator	Metric	Basin Status
Water quantity	Water stress	Measures for water use efficiency in agriculture	●
		Measures for water use efficiency in the industrial sector	●
	Sustainability of water resources	Stage of groundwater development	●
Water quality	Water quality	Water quality indicators for the Noyyal River	●
		Water quality indicators for the Bhavani River	●
		Water quality indicators for groundwater	●
		Water quality indicators for wetlands	●
		Management of fecal sludge	●
		Management of sewage	●
Important water-related ecosystems	Ecosystem health	Change in forest cover	●
		Presence of biodiversity	●
		Seasonal river flows	●
Extreme weather events	Hydrologic extremes	Frequency of droughts over a ten-year period	●
Water, sanitation and hygiene	Drinking water	Access	●
		Potability of supplies for urban households	●
		Potability of supplies for rural households	●
		Affordability	●
	Sanitation	Access to toilets	●
		Safety: mode of sewage/ sludge management	●
		Affordability	●
		Acceptability/use	●

Stakeholder engagement through an in-person workshop

- **Why:** Ground truth findings through stakeholder engagement.
- **Who:** NGOs, facility managers, apparel brand representatives, and researchers.
- **What:** Discussed priority water challenges, existing practices, and potential solutions.
- **Finding:** Stakeholders were keen to work on collective action targets and solutions.



Setting water targets using the SMART approach

SPECIFIC

Water challenge
Water target
Within or beyond
fenceline?

MEASURABLE

Suggested metrics

ACHIEVABLE

Onsite strategies +
collective action
strategies

RELEVANT

Brief justification
(based on basin
diagnostic)

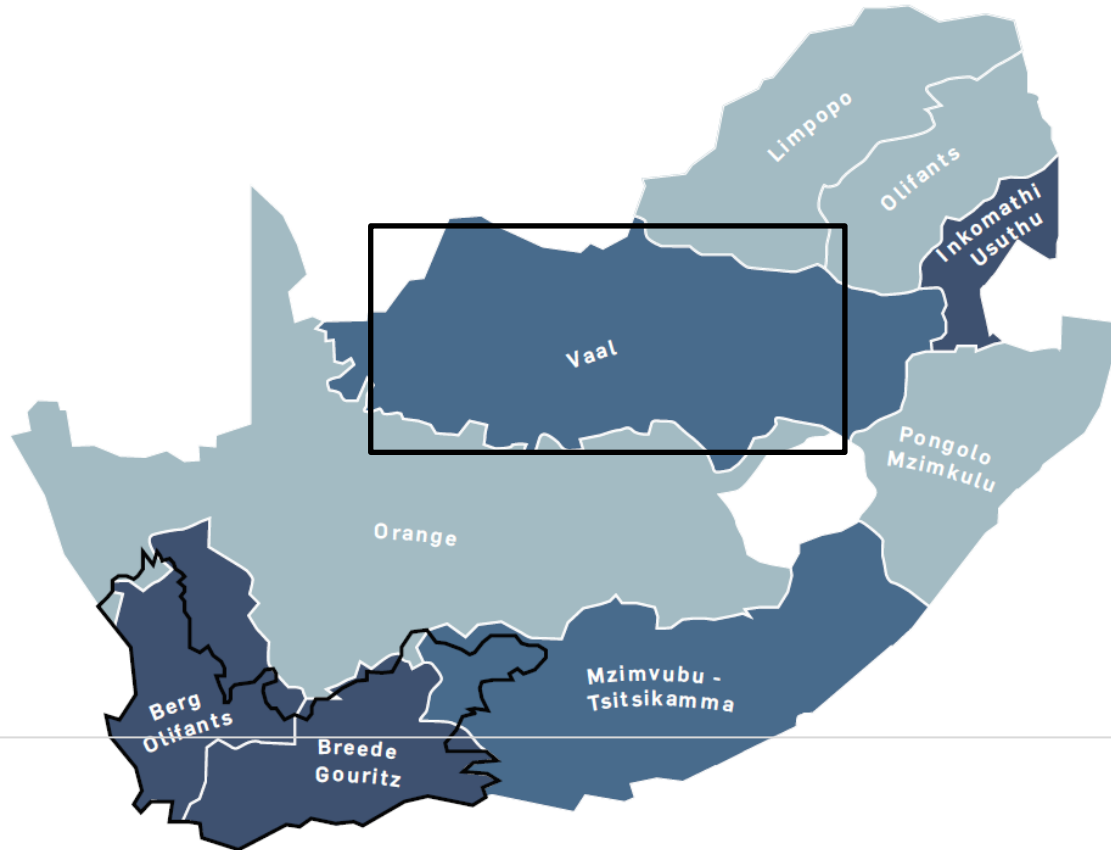
TIME-BOUND

Suggested timeline
for achieving target

Water Targets Recommendations

Water Challenge	Water Target	Metric	Project Example	Suggested Timeline
Water Quality	Monitor water quality	Presence/Absence Location	'Solar project' - use cost savings from solar power generation in apparel facilities to fund water security/climate resiliency projects	5 years
	Reduce key pollutants	Concentration (mass pollutant / water volume), or %	Teck's R&D program uses a new form of water treatment achieving near complete removal of selenium and nitrate	5 years
	Improve watershed health	X acres restored X gallons infiltrated	Coca Cola and WWF Spain restored a local river by regenerating wetland vegetation	5 years
	Achieve ZLD	Yes/No	Daimler AG -> "Zero Discharge" policy in Chennai, based on a system channeling water in a closed loop.	5 years
	Increase awareness and education around water quality issues	# People reached	Partner with on-the-ground NGOs to create water educational campaigns for employees and their families, neighboring communities	2 years

Berg and Breede-Gouritz and Upper Vaal River basins



Berg and Breede-Gouritz and Vaal River basins

Theewaterskloof Dam, May 2016



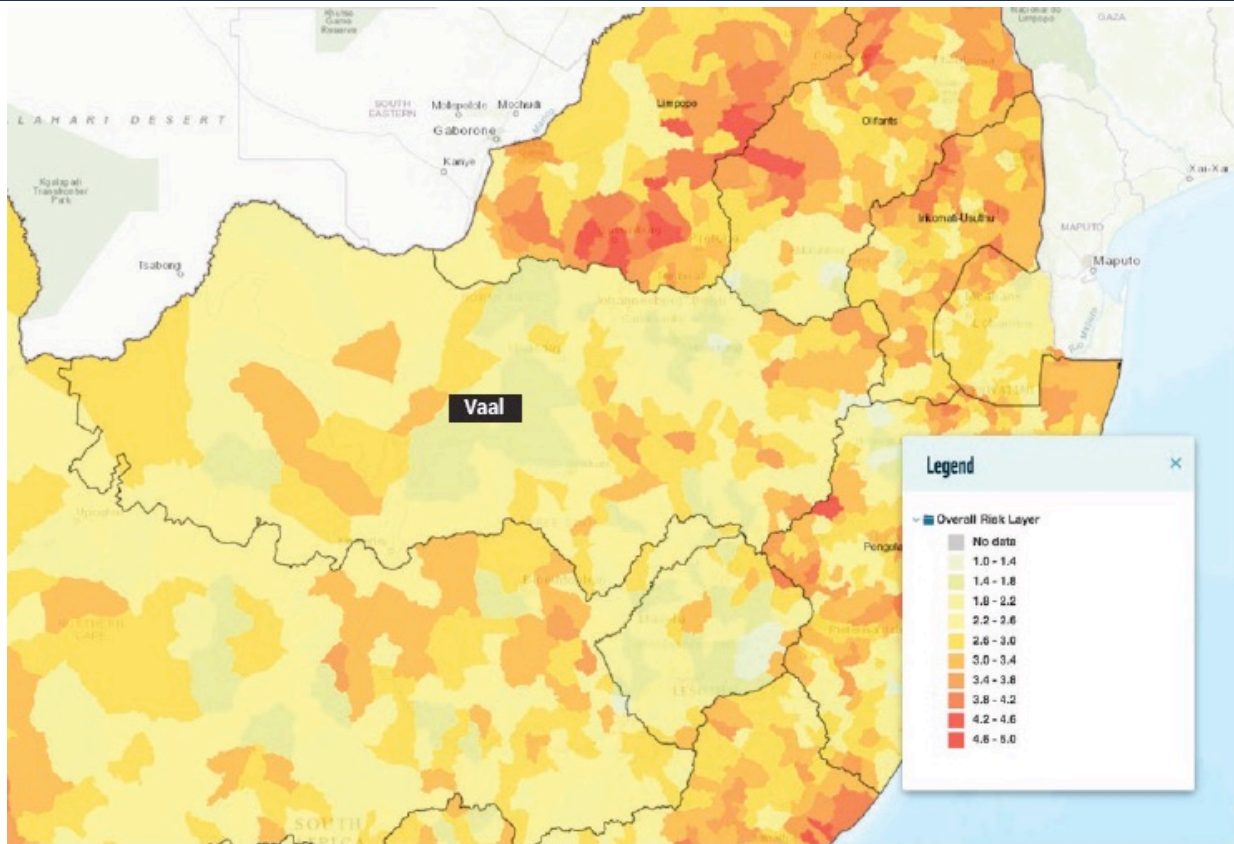
Image credit: Aletta Harrison/EWN.

Vaal Dam, October 2017

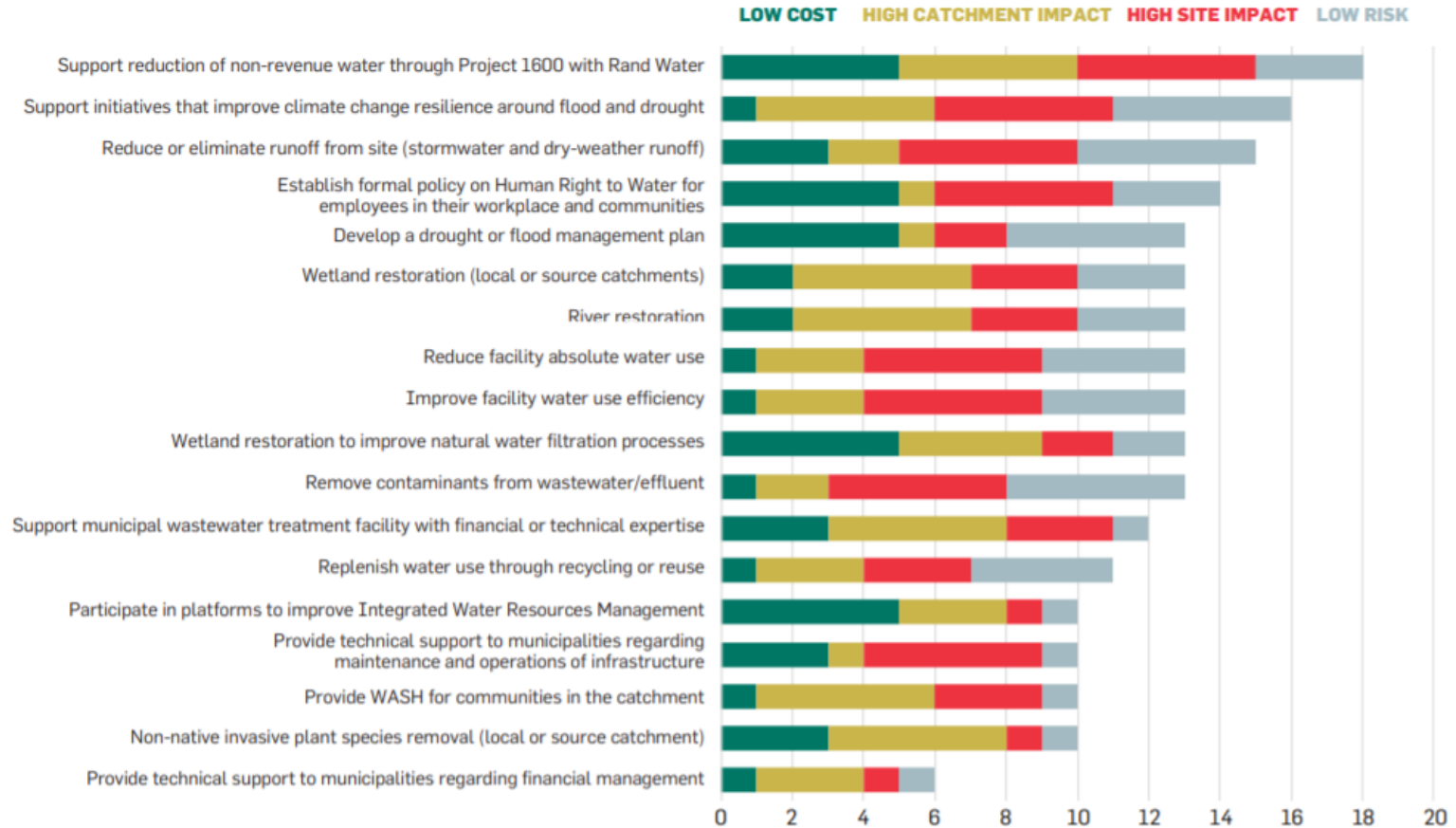


Image credit: Infrastructure News

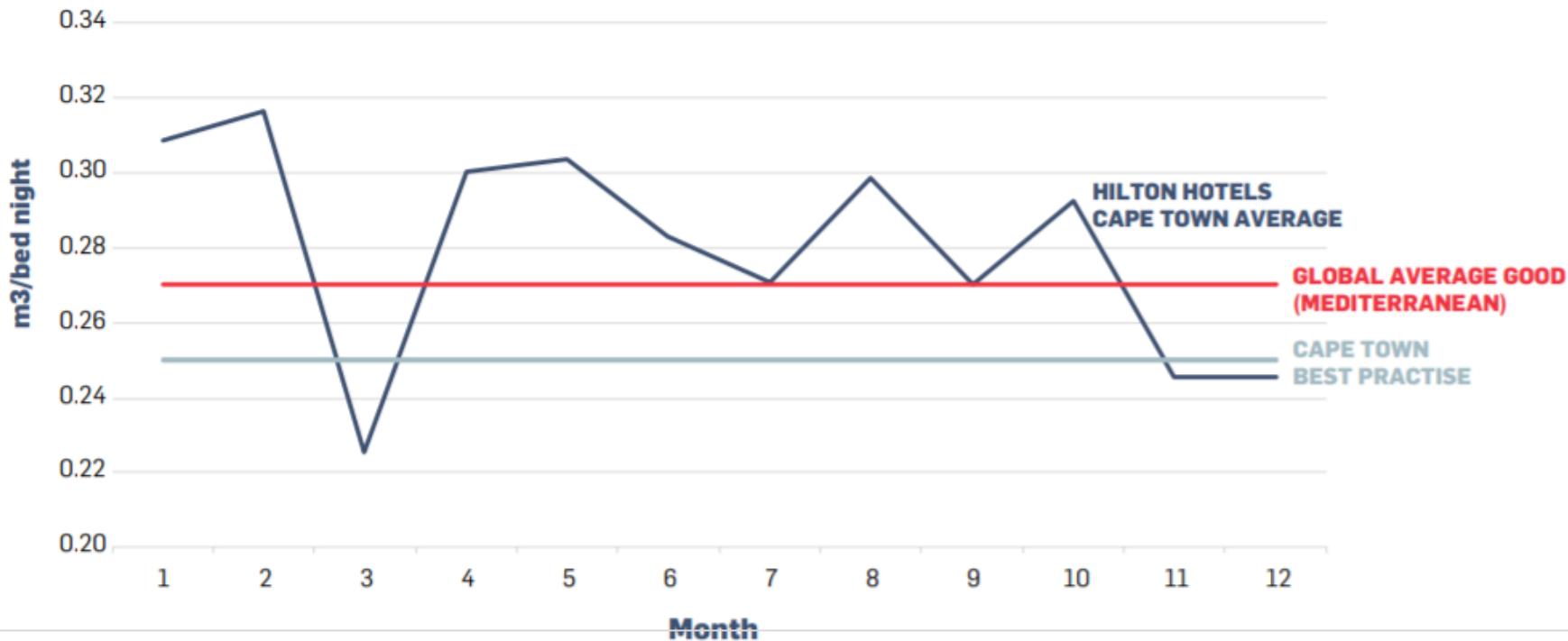
Prioritize water challenges and evaluate desired conditions



Prioritize water targets



Benchmarking to help identify a plausible water target



Lessons learned



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Collective action saves resources and creates scaled impact

Poll question 2

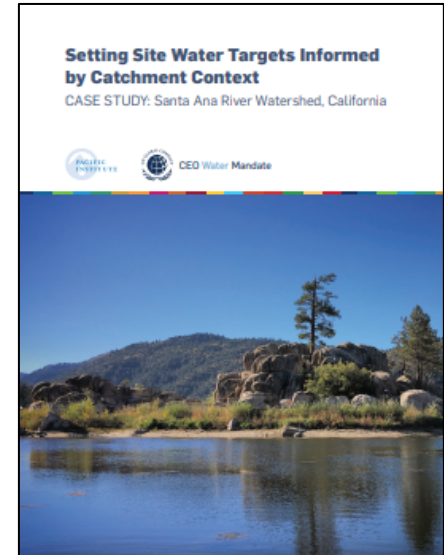
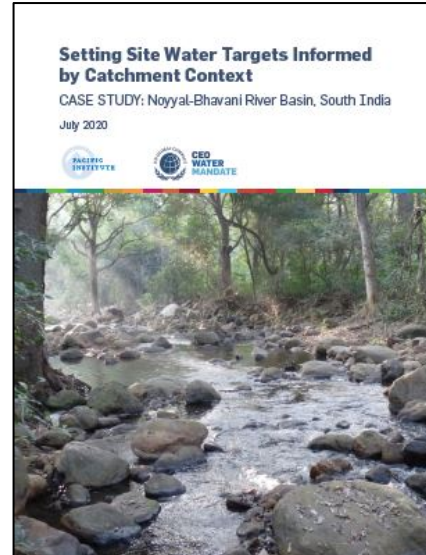
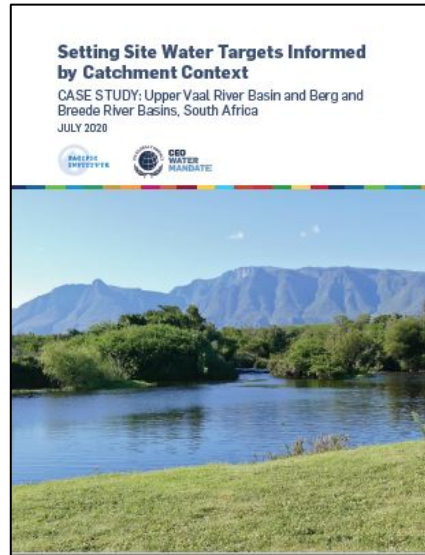
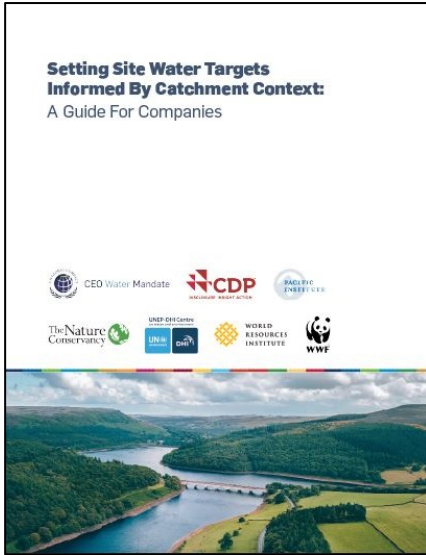
What, in your opinion, is the top challenge facing companies that are setting water targets?

Panel discussion

- Byron Thayer, Levi Strauss & Co.
- Megan Farrell, PVH Corp.
- Rivash Panday, Sasol Limited
- Feroz Koor, Woolworths Holdings Limited

Audience Q&A

Wrap up



<https://ceowatermandate.org/site-targets-guide/>

Thank you!

For more information or
if your company would like to try the framework,
please contact:

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