



The CEO Water Mandate, Water Resilience Coalition, & Ambitions for Global Water Stewardship

A justification and model for scaling basin-level collective action

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BEGINNING YOUR WATER JOURNEY



Across the Globe, Watersheds are Experiencing Water Stress

Quantity



Quality



Access



Pressure is Growing for Companies to Take Action on Water



**Material Risks
to Operations
& Suppliers**



**Disclosure
Requirements**



**Investor
Requirements**



**Consumers &
Public Pressure**

CEO Water Mandate

Water Stewardship
Initiative of the
UN Global Compact



A network of 470+
endorsing companies

Representing \$8+ trillion
market capitalization

All sectors, sizes,
and geographies

Companies Commit to Six Commitment Areas

1. Direct Operations
2. Supply Chain & Watershed Management
3. Collective Action
4. Public Policy
5. Community Engagement
6. Transparency



Opportunities Offered Through The Mandate

Endorsement leads to best practices

- Thought Leadership-

- Provide input into a thought leadership product
- Commit to pilot-testing an innovative tool
- Receive specialist feedback on your water strategy



- Scaling Water Resilience-

- Share tools company uses to operationalize water stewardship
- Maintain an active profile on the Water Action Hub
- Engage in on-the-ground collective action efforts



- Elevating the Profile of Water -

- Provide input to Mandate review of an external standard
- Use company voice to advocate for water
- Utilize CEO / c-suite to elevate importance of water



RAISING AMBITIONS AND ACCELERATING ACTION



The Water Resilience Coalition

40 Companies from all sectors, representing over \$5 trillion in market cap

Leadership Committee



Members

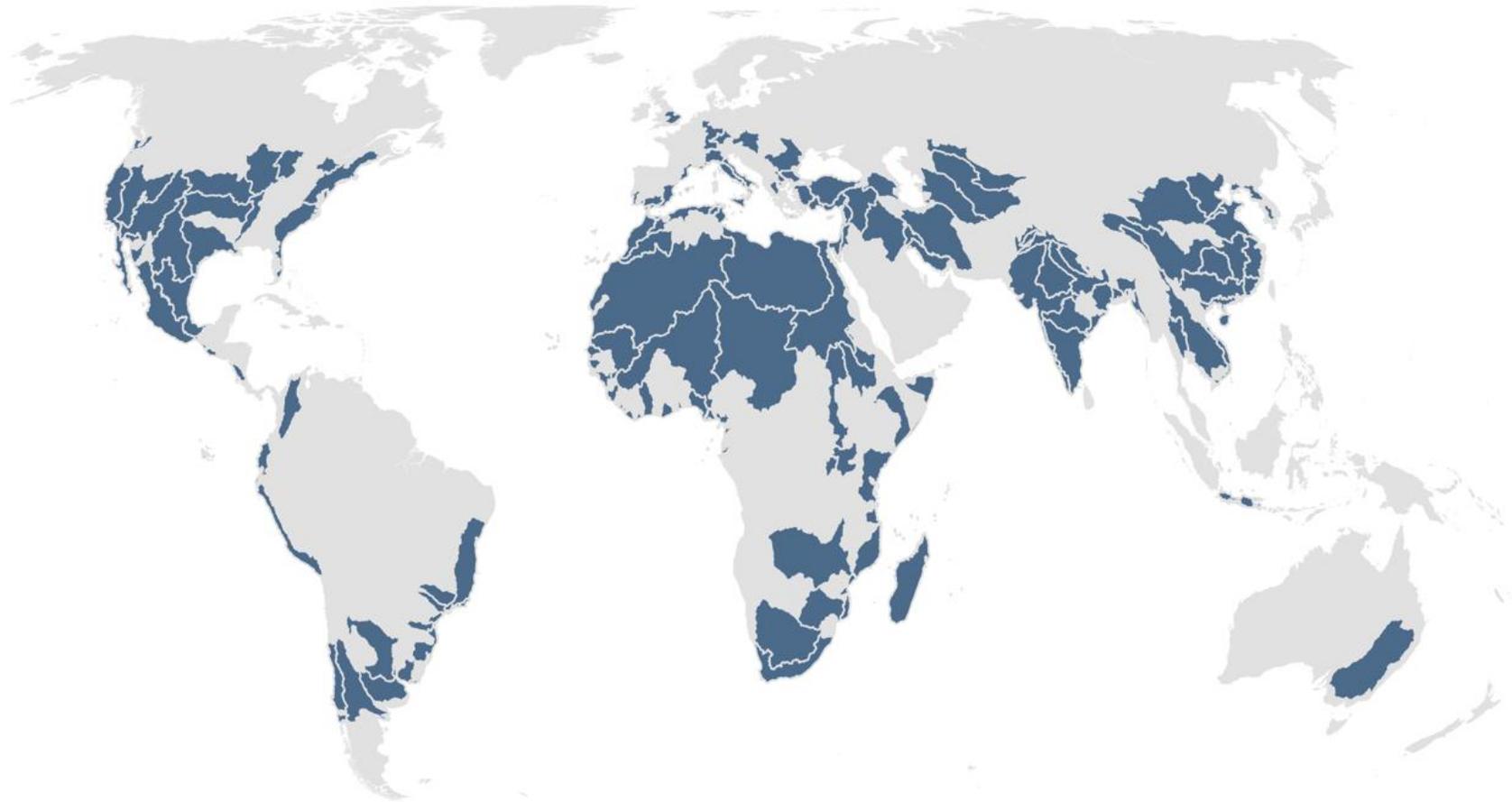


Partners



The 100 Priority Basins

We aim to achieve positive water impact in over **100 water-stressed basin** + equitable and resilient **WASH** for over **300 million people**



**WATER
RESILIENCE
COALITION**



Where we work

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

WRC Commitments - Net Positive Water Impact (NPWI)

The Gold Standard Corporate Water Ambition



WRC Commitments: Basin-Level Resilience via Collective Action

Why accelerate and scale Collective Action to drive change in water-stressed basins?



No amount of operational efficiency alone can **address severe water stress**. System-level shocks remain a threat to business.



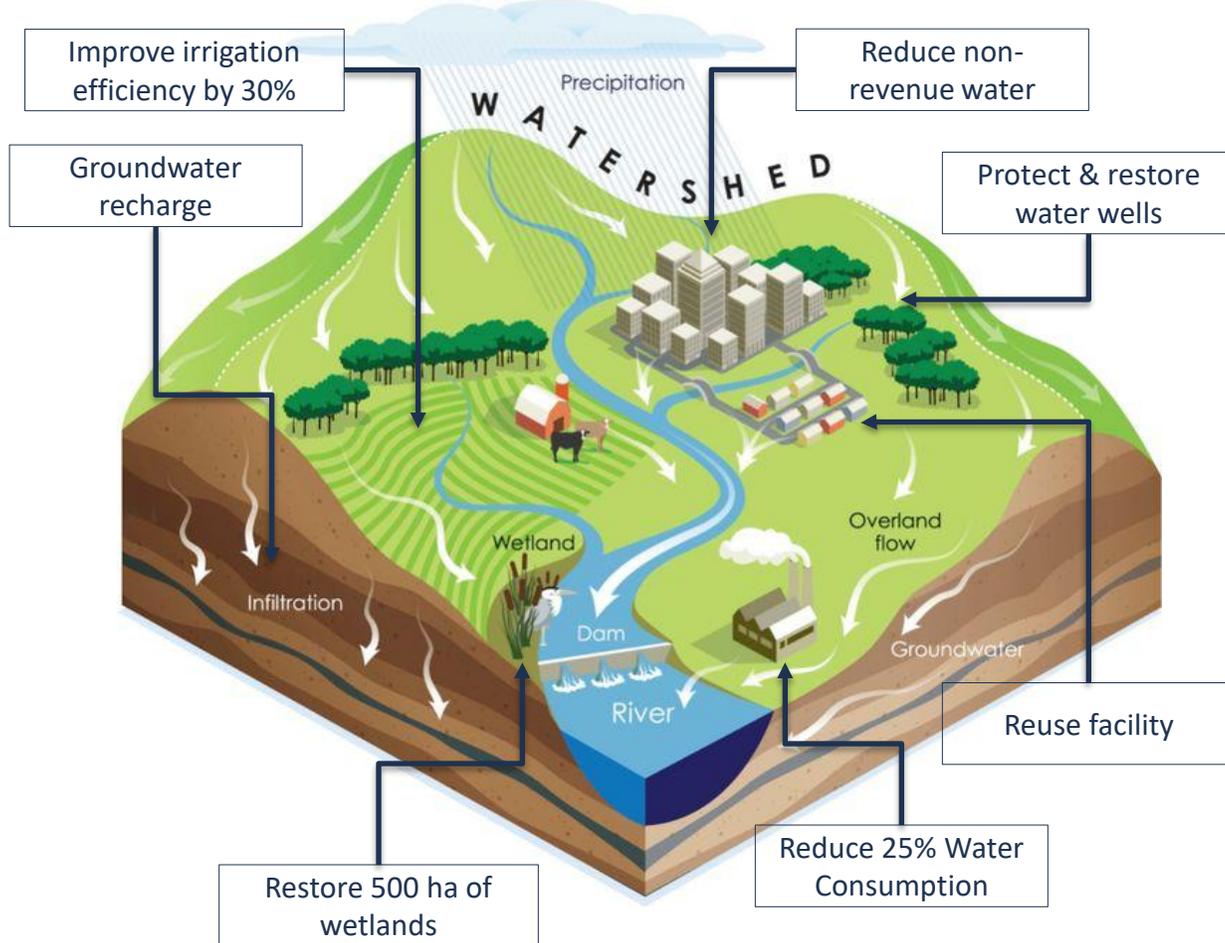
Truly mitigating water risk at the site level ultimately **necessitates building resilience at the basin level**.



Scaling positive impact to the basin level **requires collective action and shared vision**.

Identified Barriers to Basin-Level Collective Action

Companies, NGOs, and governments are moving, so what is missing?



No coordination between stakeholders



Who else is in the basin and doing what?



No baseline target to compare progress



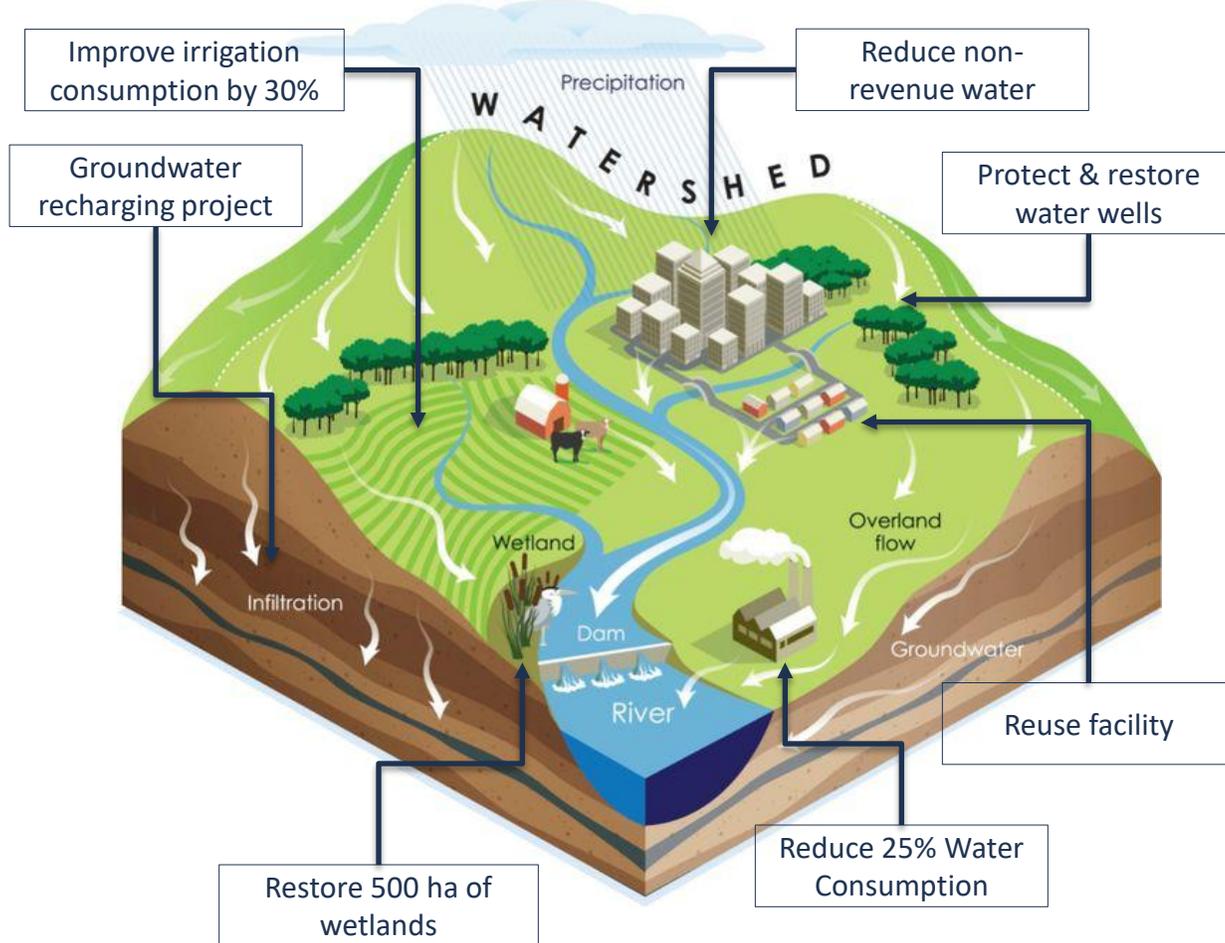
Small scale, high cost



No standard metrics/reporting system

The Proposal for Change in Our Priority Basins

Companies, NGOs, and governments are moving, so what is needed?



Neutral party to facilitate alignment between stakeholders



Stakeholders mapped and discussing synergies between their actions



Timebound target and progress report



Tailored collective actions and sharing solutions to gain needed scale, optimized costs

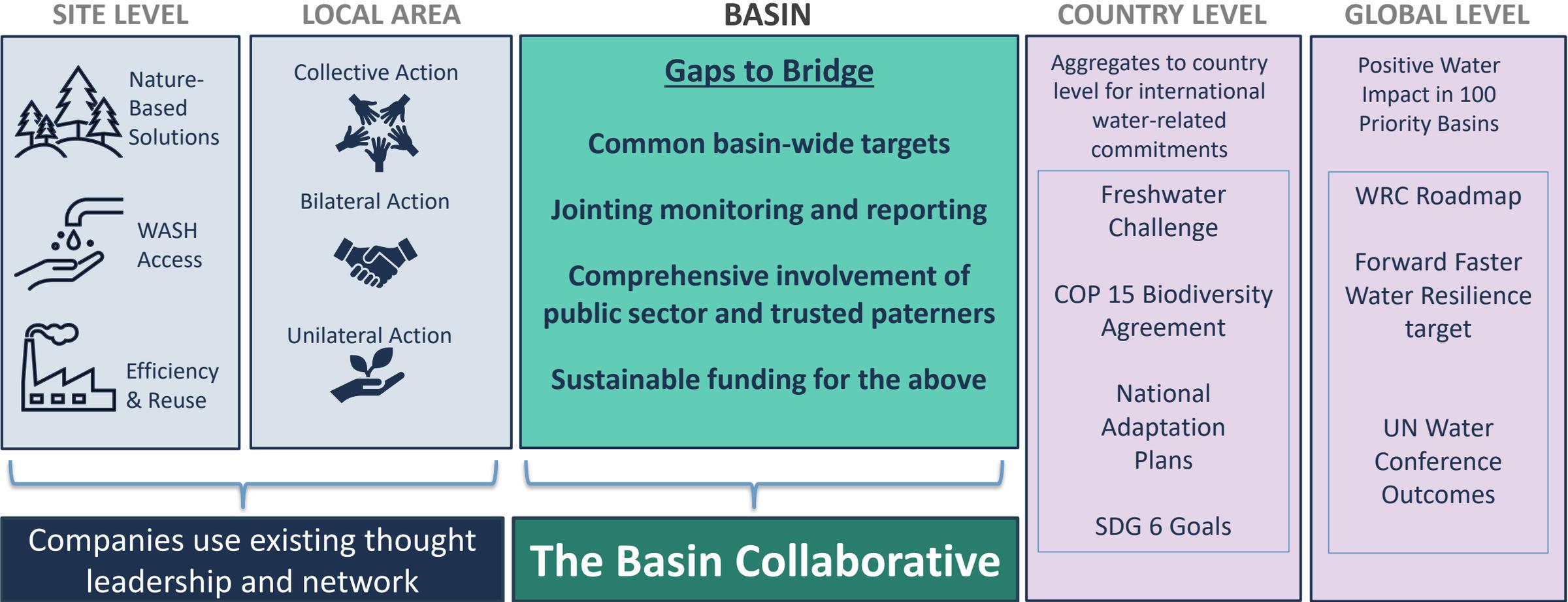


Standard metrics + reporting system allowing the aggregation of the impact

Bridging the Gap Between Action and Ambition

Company Action

Global Ambition



The Basin Collaborative Model: Scope & Deliverables

SCOPE OF WORK

FUNCTION

Working group within a single basin to convene and coordinate water-related collective action between member companies and other stakeholders

PURPOSE

Coordinate basin-scale collective action through a shared target, multi-stakeholder convenings, public sector / policy engagement, and other instruments to meet collective goal of positive water impact

IMPACT

Quantify outcomes to demonstrate collective impact against baseline

GOVERNANCE

Project Management Organization + Stakeholder Advisory Group + Local Lead Experts + Member Companies + Corporate Basin Champions / Sponsors / Patrons

DELIVERABLES

Basin-Level Target
Informed by Baseline

Public Basin-Level Roadmap
for Action

Collective Action Project
Portfolio for Investment

Reporting on Aggregated
Impacts / Progress



The Basin Collaborative Model: Activities & Early Outputs

A set of core standardized activities across all basins – respecting local context



Map **company interest** in basin and run **pre-feasibility assessment**



Identify **Basin Champions (CEO leadership ambassador)** to anchor the new or emerging Collaborative



Engage a Collaborative **Team**, including a Project Manager Organization (PMO) **with local expertise**



Establish the **basin baseline condition** (current vs ideal status – main issues?) and map **key stakeholders**



Set **corporate contribution goals** across water quantity, quality, and accessibility (What are the gaps to be closed?)



Create **roadmap action areas** and collective action **potential** (interventions + funding/resources required + partners mapping)



Implement collective actions (sign with partners to deliver impact + engage companies)



Measure and **report** progress (annual tracking of impact & public disclose + quarterly monitoring)

BASIN-LEVEL EXAMPLES AND WRC SERVICES + TOOLS



Basin Level Example



1. Map the Companies with Interest in the Basin

- Factory Location
- Supply Chain
- Customer Base



Basin Level Example



2. Identify Basin Champions

3. Set up the Structure of the Collaborative

- Project Management Organization
- Technical Expert Lead
- Environmental Justice Lead

4. Establish the Baseline Conditions & Shared Water Challenges

5. Set the Corporate Water Target

6. Create the Road Map of Interventions/Projects

- Individual Company Actions
- Bilateral Partnerships
- Collective Action Projects

Basin Level Example



7. Implement the Project Roadmap

- Efficiency Projects
- Water Recycling Projects
- Regenerative Agriculture
- Watershed Rehabilitation
- Etc.

8. Measure Progress Against the Goal





CWRI Home

Join Us

Basin Champion

Collaborative

Basin Diagnostic

Impact

Basin Data

California Water Resilience Initiative

THE CALIFORNIA WATER CHALLENGE

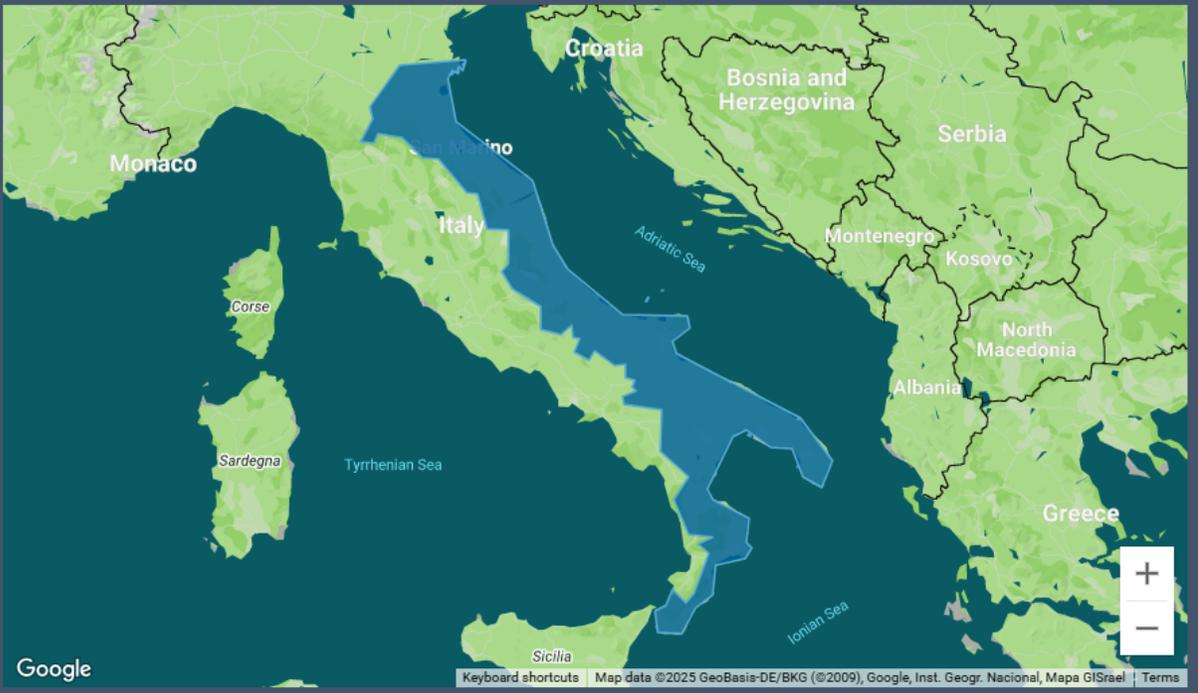
There is an urgent need – and opportunity – for the private and public sectors to work together to reduce, reuse, and replenish water across California to ensure that the state’s communities, economies, and ecosystems are water-resilient in the face of climate change. California faces a critical challenge - a growing disparity between water availability and demand.

- California is the most economically productive state in the U.S. and the world’s fifth-largest economy.
- The state is experiencing worsening water extremes, including drought and flood, as the climate changes.
- It is estimated that California may lose 10 percent of its water supply over the next 20 years



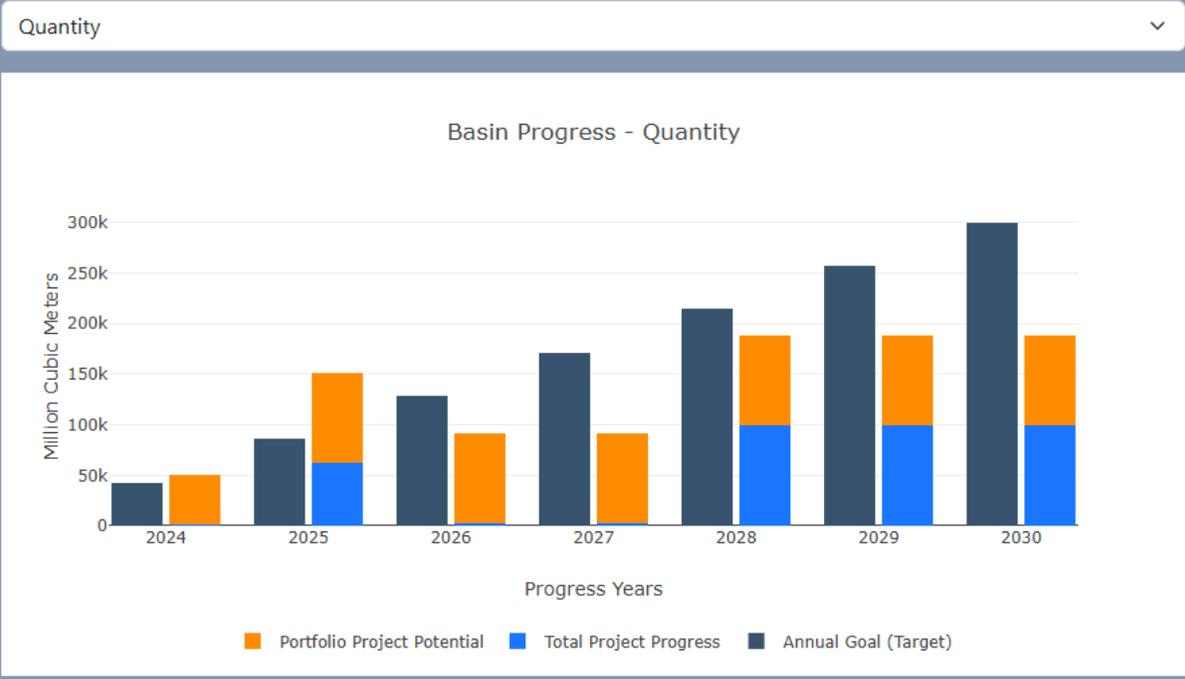
WRC Dashboard – Collaborative Target Progress

Adriatic Sea (652) (Gravina di Picciano)



Basin Progress

[Basin Progress](#)



Projects and Recruiting

Basin Recruitment ▾

Basin Recruitment Progress



Basin Project Portfolio

Project	Project Status	Funding
Test project	Active	Accepting Funding
Test Project Water Enhancement	Planning	Funding Closed
Test Portfolio Project Under Aidvin test company	Planning	--

WRC Dashboard – Collaborative Aggregated Impacts

Basin Aggregated Impacts

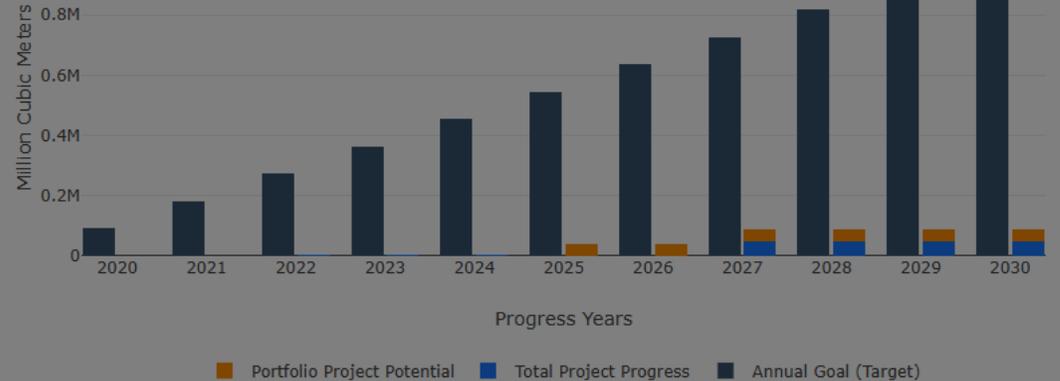


Sutlej



Basin Progress

Progress - Quantity



Projects and Recruiting

Basin Recruitment ☑

Basin Recruitment Progress

Basin Project Portfolio

Project	Project Status	Funding
Test Data Project For Sutlej River IN	Active	Accepting Funding
Test Data Project For Sutlej River IN-2	Active	Accepting Funding

100 Basins App – Project Portfolio & Reporting



English (United States) ▾



Welcome

Logout

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- Reports
- Reporting
- Portfolio Project Details
- NPWI Company Dashboard
- Administration
- Company Dashboard
- About

Basin Opportunities - North Pacific (446) (San Joaquin & Sacramento)

[← Back to Priority Basins](#)

[Select Different Basin](#)

Project	Implementer	Volumetric Benefits	Water Quality Benefits	WASH Benefits	Total Project Cost	Minimum Investment	Recruiting Status	Project Details
Battle Creek Restoration Project - Shasta County Kremer Property	River Partners Network	✓			\$1,380,000	\$250,000	Accepting Funding	
Colusa Bend Restoration	River Partners Network	✓			\$7,567,000	\$250,000	Accepting Funding	
Colusa Floodplain Reconnection Project - R&J Orchard	River Partners Network	✓			\$8,763,000	\$250,000	Accepting Funding	
Crows Landing Habitat Restoration	River Partners Network	✓			\$8,705,500	\$250,000	Accepting Funding	
Feather River Floodplain and Side Channel Reconnection (Yuba)	River Partners Network	✓			\$13,225,000	\$250,000	Accepting Funding	
Hidden Valley Ranch	River Partners Network	✓			\$13,771,250	\$250,000	Accepting Funding	

WRC Basin Activity Snapshot – April 2025



Collaborative Steps

Country	Basin Name	Mapping Stakeholders	Recruiting Champions	Establishing Collaborative Structure	Collaborative Kickoff	Diagnostic & Target Setting	Creating Project Roadmap	Implementing Projects	Monitoring Progress & Basin Health
United States	California (North Pacific 446)								
United States	Upper Mississippi (Mississippi 419)								
United States	Lower Mississippi (Mississippi 427)								
United States	Missouri								
United States	Arkansas and White								
India	Godavari								
Mexico / United States	Rio Bravo / Rio Grande								
Italy	Tyrrhenian Sea, Ligurian Sea								
India	Yamuna								
Kenya	Tana (Indian Ocean 189)								
Mexico	Rio Lerma (North Pacific 455)								
Indonesia	Java								

- Complete
- In progress
- Pending

WRC Basin Activity Snapshot – April 2025

Collaborative Steps

Country	Basin Name	Mapping Stakeholders	Recruiting Champions	Establishing Collaborative Structure	Collaborative Kickoff	Diagnostic & Target Setting	Creating Project Roadmap	Implementing Projects	Monitoring Progress & Basin Health
Brazil	Tiete (PCJ)								
South Africa	Berg, Breede, Olifants, South & West Coasts (Indian Ocean 160)								
Spain	Guadalquivir								
Portugal/ Spain	Barbate, Guadalete, Mira, Sado, Tagus (Iberian Peninsula 615)								
Italy	Po								
United Kingdom	Severn & Thames (North Atlantic 604)								
Western Europe	Rhine 635								
Bangladesh	Meghna								

-  Complete
-  In progress
-  Pending



How to Champion Basin Resilience

ROLE

Basin Champions ignite and scale collective action in a priority basin through investment, recruitment, engagement, and advocacy for a new or emerging Basin Collaborative following the model developed by the Water Resilience Coalition.

QUALIFICATIONS

- Approval through a **partner review** process
- Track record of water stewardship** in the basin
- Existing network and credibility** among basin stakeholders

COMMITMENTS

- Fund Initial Phase** (USD 100k-300k over 2 years, depending on region)
- Invest in Collective Action** (at least 1 project in basin portfolio)
- Peer Recruitment** (co-Champions and/or new members)
- Events & Messaging** (provide local event spaces, amplify communications)
- Governance & Decision-Making** (advise Collaborative management)
- Engage with WRC** (attend quarterly strategy meetings for Basin)



**CEO
WATER
MANDATE**



**PACIFIC
INSTITUTE**

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