



Responsible Water Management

Supporting business leaders in making
the right choices for our Earth

Creating an Alliance

- Leading NGOs and businesses committed to corporate responsibility and sustainable development
- Works to promote and advance responsible water management practices and protecting the ecosystems that provide freshwater.
- Alliance members use their complementary strengths, scope, and experience to achieve meaningful and measurable business-led outcomes on water management.

Key Aims

1. Drive action to sustain freshwater in the UK and around the world
2. Advance technologies and techniques that measure water impact through the supply chain
3. Support businesses with the greatest impact and influence
4. Enable stakeholders to link actions on water with other significant environmental impacts such as climate change, poverty and ecosystem services
5. Demonstrate best practice strategies and operations for conserving water
6. Engage water users in the ownership of the issue and in developing conservation solutions

Why an Alliance

- Brings together TEC and others to combine respective strengths
- Sum is greater than its parts
- Combine multiple approaches into one coordinated strategy
- Work with business leaders, employees, communities, and all stakeholders

Workplan

	Footprint	Management	Influence	leadership	Policy
Goal	Work Alliance-wide and with individual sponsors	Identify and promote sustainable approaches to water management	Work Alliance-wide and with individual sponsors to reach users with key messages and secure measurable action	Establish globally responsible business as part of the solution	Work Alliance-wide to identify the best policies and incentives to secure sustainable water
	UK focus on water metering and footprinting	Analysis of the latest technologies and policies which will help businesses to reduce their water usage	Business-led campaign around sustainable water consumption	International focus on water scarcity, infrastructure and links to climate change	Advocacy around water policy to government and global decision-makers Leadership team public platforms
	Bring together suppliers, government and audit experts	Bring together innovative partners both on management and engagement Training courses	Engagement programme around water with the potential to extend more widely to sustainable consumption	Dialogues with top experts and influencers Engagement of employees as community influencers	Forum for business, government, NGOs

Commitments

- Work together for a period of five years to foster improved knowledge and innovation;
- Annually review and identify activities that will contribute to sustainable water consumption and management;
- Establish specific targets for the desired outcomes;
- Annually review and publicly communicate the progress and results of the Alliance.

Funding

- Key aim is to combine multiple NGO approaches to business into one cohesive strategy
- NGOs will work together to secure support from businesses, foundations and government
- NGO members will provide staff and technical resources
- Funding to Alliance NGOs based on contribution to the workplan

Other Potential Alliance Partners



Science-based ecosystem NGO's such as WWF, The Nature Conservancy



WaterAid: Dedicated exclusively to the provision of safe domestic water, sanitation and hygiene education to the worlds poorest



sustainable development organisation which works in partnership with business, higher education, central, regional and local government



European Water Partnership: Works on changing behaviour, stronger coordination and cooperation on Climate Change Adaptation and Water



Founded in 1996 by the World Bank, UNDP, and the Swedish International Development Cooperation Agency (SIDA) to foster integrated water resource management (IWRM).



The CEO Water Mandate

Water CEO Mandate: public-private initiative aligned with UN Global Compact & Millennium Goals. Signatories commit to making water resources management a priority and to work with stakeholders to address the global water challenge.



ACCA: Accountants association. Water Jigsaw on-line information portal for accounting firms and other stakeholder groups on significant water issues relevant for business and governments around the world.



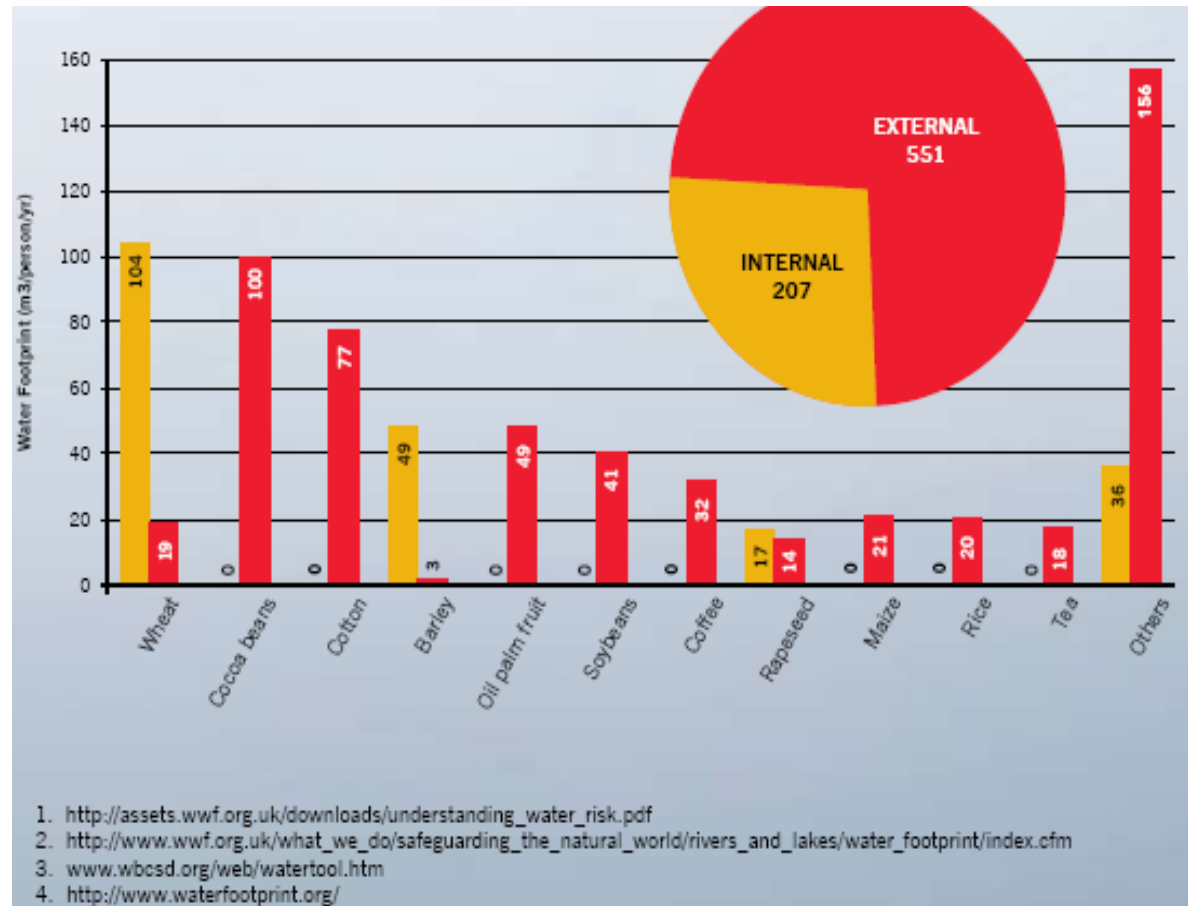
WBCSD: Global Water Tool



Water Footprint Network: non-profit, multi stakeholder, Dutch-based foundation

Target Sectors

- Agriculture
- Food production
- Utilities
- Beverages
- Pharmaceuticals



UK agriculture footprint

Background

Water

- half the world's population will live in waterstressed areas by 2030, as a direct result of:
 - climate change,
 - population increases and
 - the resulting greater need for food and energy.

United Nations report

Water

- extra 1.5 billion people expected to live on the continent by 2050 will double Asia's demand for food
- wealthier people in developing countries turning away from traditional rice and cereal-based diets to western dairy and meat-based foods that require more water,
- world will need up to 6,000 cubic kilometres of additional water every year to feed another 2.5 billion people 2,500 calories per day

UN's Food and Agriculture Organisation (FAO) and International Water Management Institute (IWMI).

UK Government: 2030 Future water vision

1. improved the quality of our water environment and the ecology which it supports, and continued to provide high levels of drinking water quality from our taps
2. sustainably managed risks from flooding and coastal erosion, with greater understanding and more effective management of surface water
3. ensured a sustainable use of water resources, and implemented fair, affordable and cost-reflective water charges
4. cut greenhouse gas emissions
5. embedded continuous adaptation to climate change and other pressures across the water industry and water users

WWF UK

Four key business risk areas

1. *Physical*: floods, pollution, scarcity. Water reliant businesses may need to move operations.
2. *Financial*: competition, water tariffs, inflation costs in waterstressed regions.
3. *Regulations*: governments decrease water extraction licences or change the rules on water use and allocation or conditions of water put back into the system.
4. *Reputation*: failure to understand the impact of operations, supply chains and discharge have on water resources, ecosystems and local communities

WBCSD

Recommendations

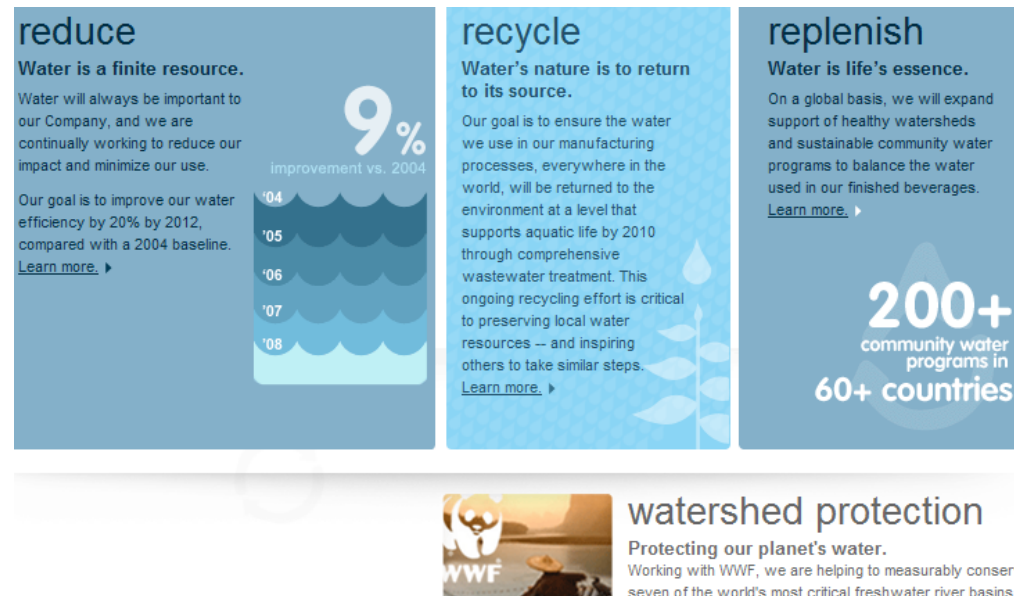
1. Integrate water and energy efficiency in measurement tools and policy.
2. Bring water issues into the mainstream.
3. Encourage best practice through innovation and community engagement.

Arthur D Little

1. organisational risk management on water should be a proactive rather than reactive;
2. failing to make water management a strategic issue could lead to challenges relating to water security, supply chain risk, regulation, failing to meet consumer and investor expectations and local vulnerabilities.

The Coca-Cola Company

Our goal is to safely return to communities and nature an amount of water equivalent to what we use in all of our beverages and their production.



Actions for Business

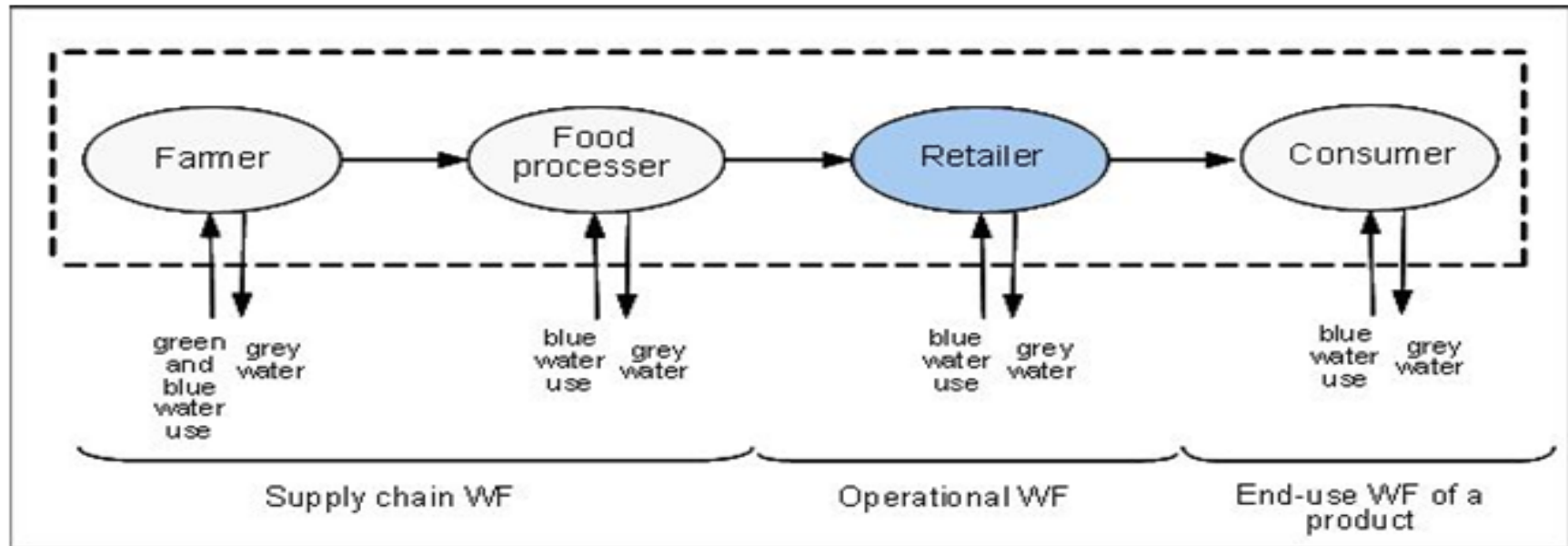
1. Conduct and Report your Water footprint

- **Direct water** – ‘internal’ water that is used directly from the tap, taken directly from a company’s own water resources.
- **Virtual water** – water that is used throughout the entire ‘cradle to grave’ process to produce a product or service (for example, water used in order to grow crops, feed animals and use products at

2. Engage with government on public policy

- Your company’s efforts will be in vain if another can simply use the water saved.
- You should engage with government and other stakeholders on public policy of water – the extent to which and how water use should be regulated, monitored and managed.

Water Footprint



Example of the water footprint of a retailer (based on [Hoekstra, 2008](#))

- **blue water:** freshwater that evaporated (consumed) from the global blue water resources (surface water and ground water),
- **green water:** freshwater evaporated from the global green water resources (rainwater stored in the soil as soil moisture).
- **grey water:** polluted water, calculated as the volume of water that is required to dilute pollutants to such an extent that the quality of the water remains above agreed water quality standards.

Source: Water Footprint Network

SAB Miller

Goal: reduce water use per litre of beer by 25% by 2015

1. Identify which sites are most at risk from water stress
2. invest in efficient technology at brewing plants
3. engage with public sector authorities on water issues
4. ensure local managers have sufficient information, capability and flexibility to take water efficiency into consideration when managing the plants.

Figure 2: SAB Millers' '5R' model of water responsibility



- SAB Miller has identified the key agricultural crops and growth areas which present long term risks to the value chain due to water scarcity.
- Now focuses its engagement with its farmers/suppliers to improve water efficiency and yield management.

Selected organizations supporting water footprinting

- *Water CEO Mandate*: public-private initiative aligned with UN Global Compact & Millennium Goals. Signatories commit to making water resources management a priority and to work with stakeholders to address the global water challenge.
- ACCA: Water Jigsaw on-line information portal for accounting firms and other stakeholder groups on significant water issues relevant for business and governments around the world.
- *WBCSD*: Global Water Tool
- *WWF-UK*
- *Water Footprint Network*: non-profit, multi stakeholder, Dutch-based foundation

The Environment Council

Help people make best choices for wellbeing and sustainable world

- Water footprint: engaging employee & suppliers
- Water management: engaging communities & government
- Conflict resolution
- Training & evaluating water engagement

Environment Council

Flood Plan UK (2008)

- Environment Council facilitated a dry run flood disaster plan with Environment Agency, National Flood Forum, British Red Cross, local councils and Aviva. – stakeholders creating their own flood plans.
"What was particularly good about this event was the range of people that it attracted and the learning curve that all participants went through."

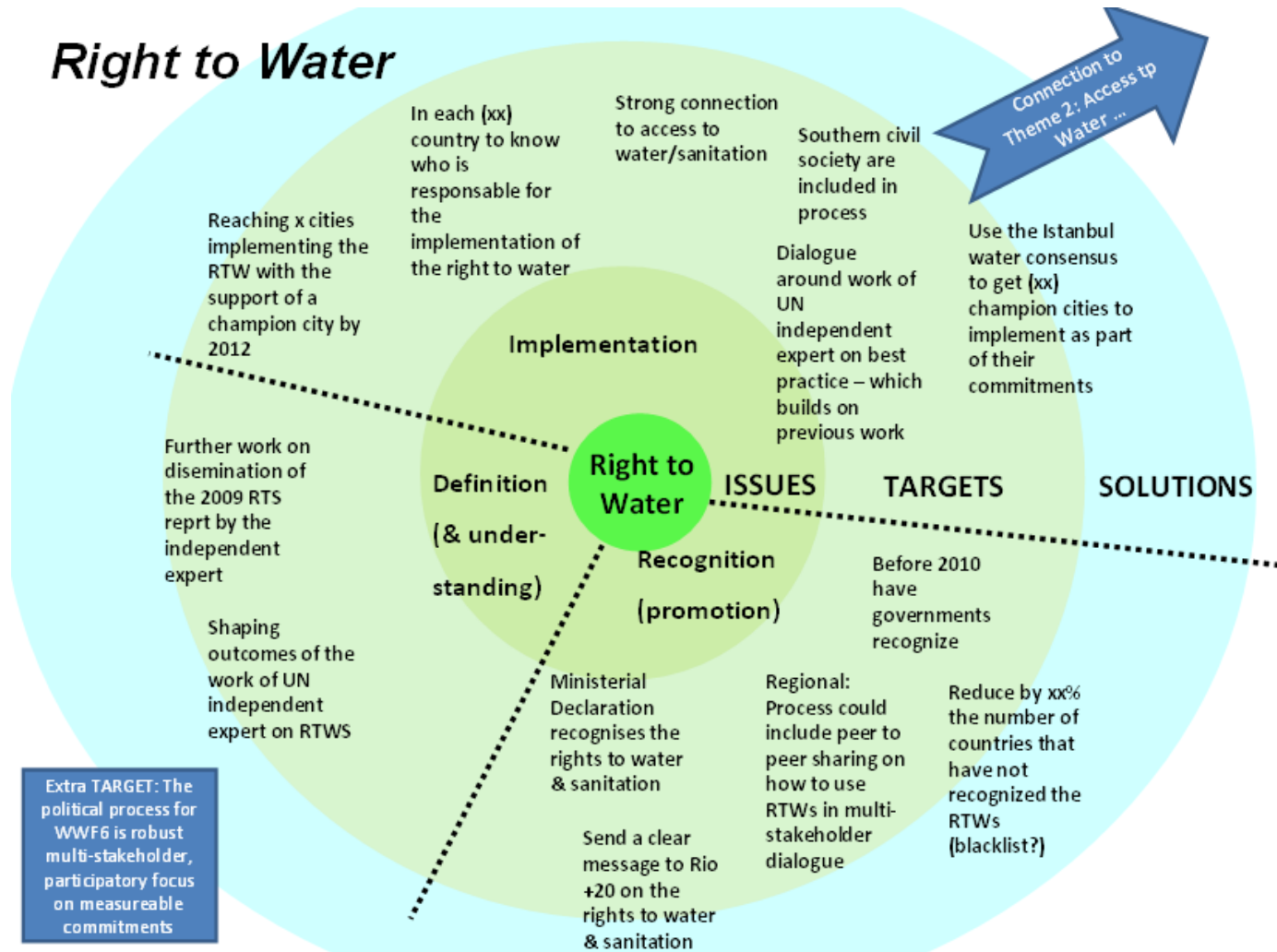
Joseph Rowntree Foundation (2010)

- Environment Council is talking to communities to identify the impacts of climate change on low income areas

UBS (2009)

- financial landscape set against a background of climate change and potential scarcity of resources. Workshops with SRIs and campaign groups to improve decision-making and increase clarity around difficult investment issues such as GM agriculture.

World Water Forum 2010



Balancing Multiple Uses

