



# **CEO WATER MANDATE**

## Overview



# Agenda

WHO WE ARE

WHAT WE DO

WHERE YOU FIT

WHAT COMES NEXT





# CEO Water Mandate

A partnership of the UN  
Global Compact and the  
Pacific Institute



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**United Nations**  
Global Compact

Largest corporate  
responsibility platform



**PACIFIC  
INSTITUTE**

Water resiliency  
thought leadership



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# Overview of the CEO Water Mandate Programming



**WATER  
RESILIENCE  
COALITION**



- Leadership Initiative
- Highest Ambition
  - Driving Collective Action

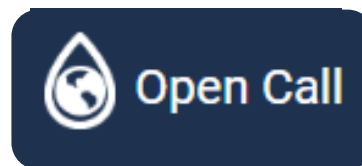


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- Majority of Membership
- Access to Resources
  - Transparency

**WASH  
4WORK**



**WASH  
4WORK**  
WASH PLEDGE

- Ideal for SMEs, Value Chain
- UNGC Mem. not Required
  - Setting Water Targets



# WHO WE ARE

A global network of  
businesses committed to  
water stewardship



A network of 460+  
endorsing companies

Representing \$8+ trillion  
market capitalization

All sectors, sizes,  
and geographies



# WHO WE ARE



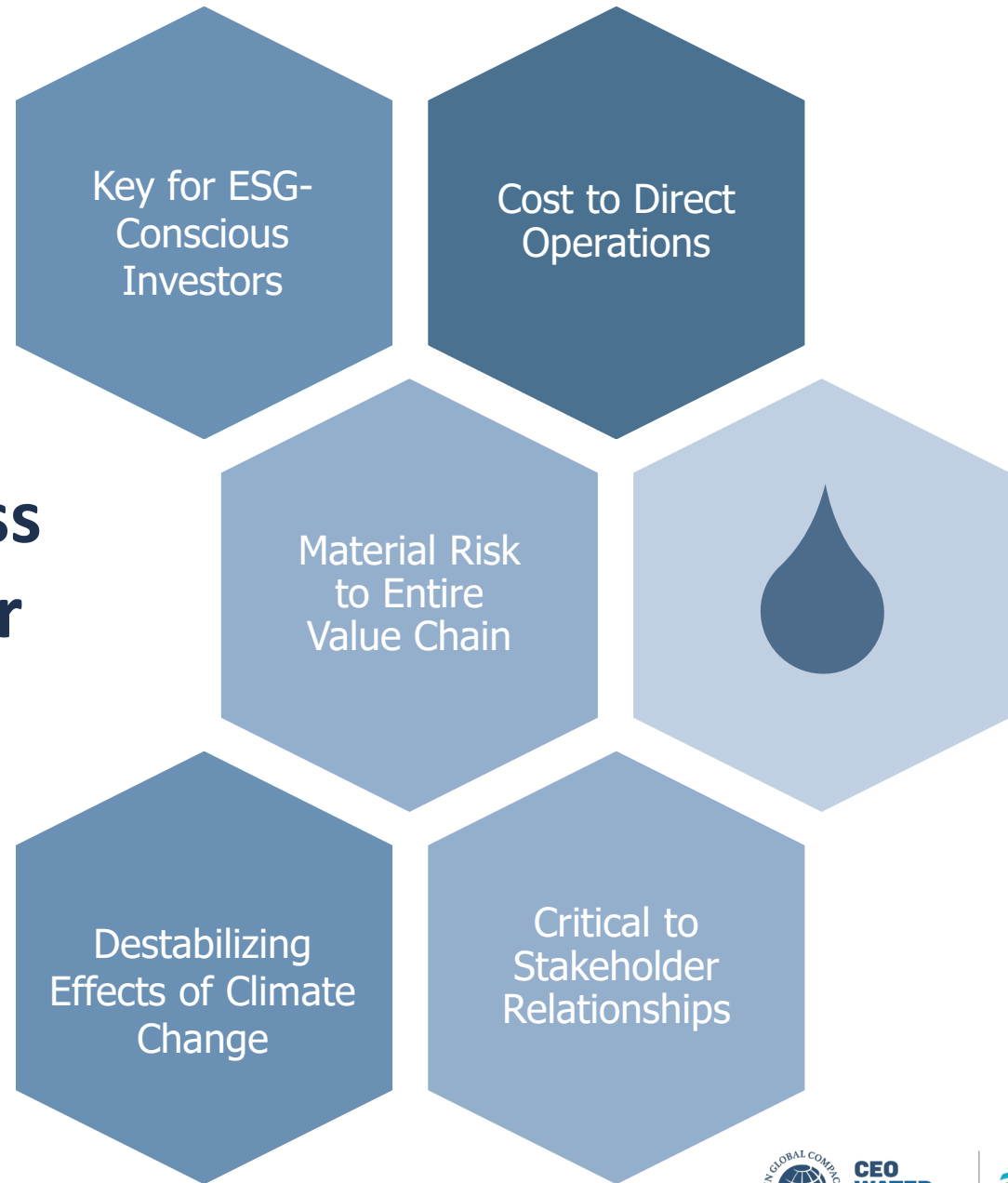


# WHO WE ARE

An initiative to advance  
uptake of corporate water  
best practices



## Business Case for Water



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# WHO WE ARE

A platform to commit to  
continuous progress in six  
areas



## Six Commitment Areas

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



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# WHAT WE DO



# WHAT WE DO

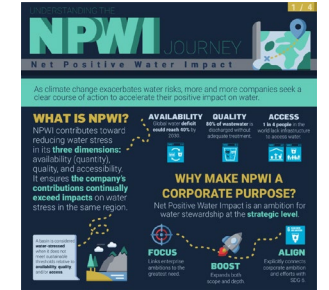
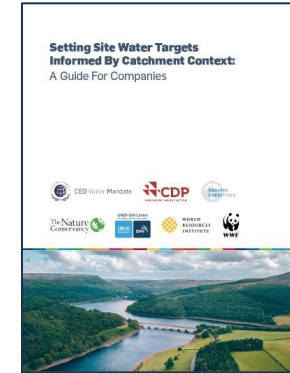
Thought leadership,  
resilience scaling,  
elevating water's profile



## - LEAD -



Academy



## - SCALE -



## - ELEVATE -



UN  
2023 WATER  
CONFERENCE

NEW YORK  
22-24  
MARCH  
2023



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# Innovation and Leading-Edge Thinking



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# Active Thought Leadership Projects

-

## Benefit Accounting for Nature-Based Solutions (NBS)

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

## Water Resilience Assessment Framework (WRAF)

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

## Net Positive Water Impact (NPWI)

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

## WASH Working Groups

WASH4Work groups on standardized accounting, supply chain engagement, and climate resilient WASH

## Water Action Hub Tools

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





# Business Leaders' Open Call to Accelerate Water Action



The world is off-track to achieve SDG 6. We must rapidly accelerate action on water.



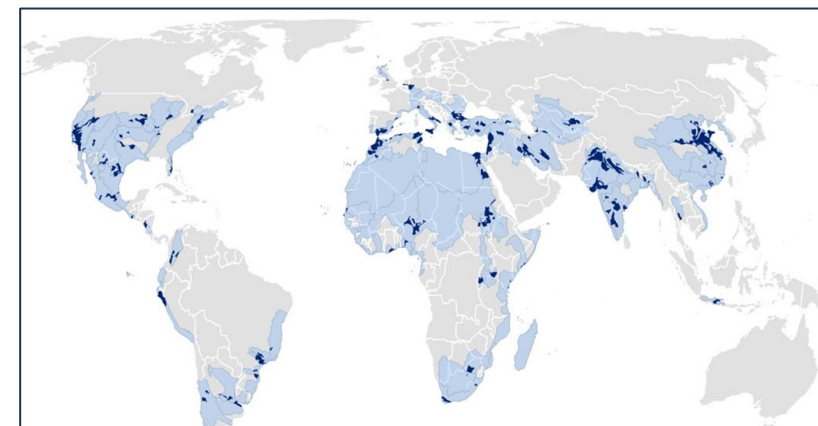
Businesses can—and must—be pivotal levers of change.











70+ companies have supported the call to achieve collective positive water impact in 100 global water basins by 2030.

## Companies commit to:

- Enterprise-wide direct action
- Collective positive water impact in 100 basins by 2030



# The Water Action Hub + Our 100 Priority Basins

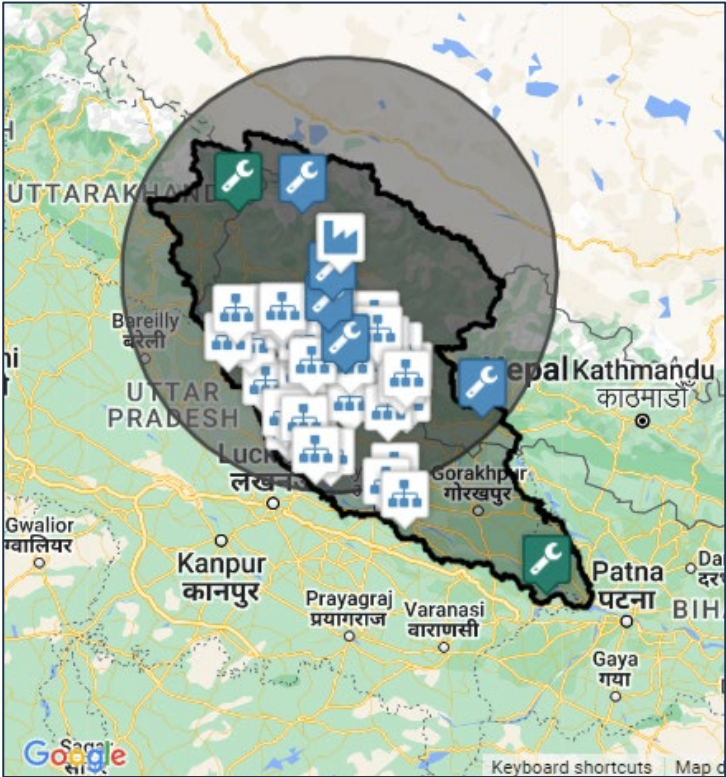
| For Businesses   | For Everyone   |
|--|--|
| <div>Corporate Water Benchmark Tool</div> <div></div> | <div>Search the 100 Priority Basins</div> <div></div>       |
| <div>Solutions Library</div> <div></div>              | <div>Find Partners for Collective Action</div> <div></div>  |
| <div>CEO Water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

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

Utilize our Corporate Water Benchmarking Tool and NBS Benefits Explorer



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



# WASH4Work



## Improve WASH:

- in the Workplace
- in Supply Chains
- in Communities

## Working Groups

1. [Standardized WASH Benefit Accounting](#)
2. [Climate Resilient WASH](#)
3. [WASH in the Supply Chain](#)



## [2022 WASH Insights Report](#)



# Scale Responsible Practice & Drive Basin Resilience



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**FORWARD  
FASTER**

UN Global  
Compact flagship  
initiative to  
accelerate action  
across the SDGs

### Forward Faster Water Resilience Target:

Build water resilience across global operations and supply chains and join hands to achieve collective positive water impact in at least 100 vulnerable prioritized water basins by 2030.

- Companies that join the Water Resilience target will automatically join the CEO Water Mandate
- CEO Water Mandate provides programmatic opportunities that support companies achieve the Forward Faster target
- Reporting for Forward Faster will begin in 2025
  - Water Targets & Basins of Interest, see action guide
- If not already participating, we encourage you to join the initiative for any targets of interest, including water

### Sign Up to Targets in Up to 5 Areas



**Gender Equality**

**Climate Action**

**Living Wage**

**Water Resilience**

**Finance & Investment**



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# WHAT WE DO

**The Forward Faster initiative aims to support companies' water resilience commitment to direct operations and supply chain**



**302 Companies**

## Action Area 4: Water Resilience

- Build water resilience across global operations and supply chains.
- Achieve collective positive water impact in at least 100 vulnerable prioritized water basins by 20230.

## KPIs

- Water quantity
- Water quality
- Water Accessibility

## Reporting Indicators

1. Corporate Water Targets
2. Water-stressed basin with direct operations
3. 10 highest priority water-stressed basins and action taken
4. Basins outside the 100-priority basin



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# WHAT WE DO

The WRC is an action-centered commitment platform of the Mandate



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37 Companies

18 Partners

- **What sets the WRC apart:**
  - Committing to specific, ambitious, long-term goals
  - Leadership and voice on water at the CEO level
  - Leveraging collective action to achieve impact at scale
- **By 2030 the Coalition seeks to:**
  - Have positive water impact in over 100 water stressed basins
  - Equitable and resilient WASH for at least 300 million people
- **By 2050 the Coalition seeks to:**
  - Achieve Net Positive Water Impact in 150 basins



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# WHAT WE DO

The WRC has pioneered the NPWI concept as an impact-oriented goal



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# Net Positive Water Impact



**Enterprise ambition** for water-stressed basins



Reducing water stress in three dimensions: **availability (quantity), quality, and access.**



Company **contributions exceed impacts** on water stress in the same region.



**Quantifiable and measured** via both short-term outputs and long-term outcomes.



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# ADDRESSING SHARED WATER CHALLENGES

Focus is on changing basin outcome and going beyond compensating company footprint

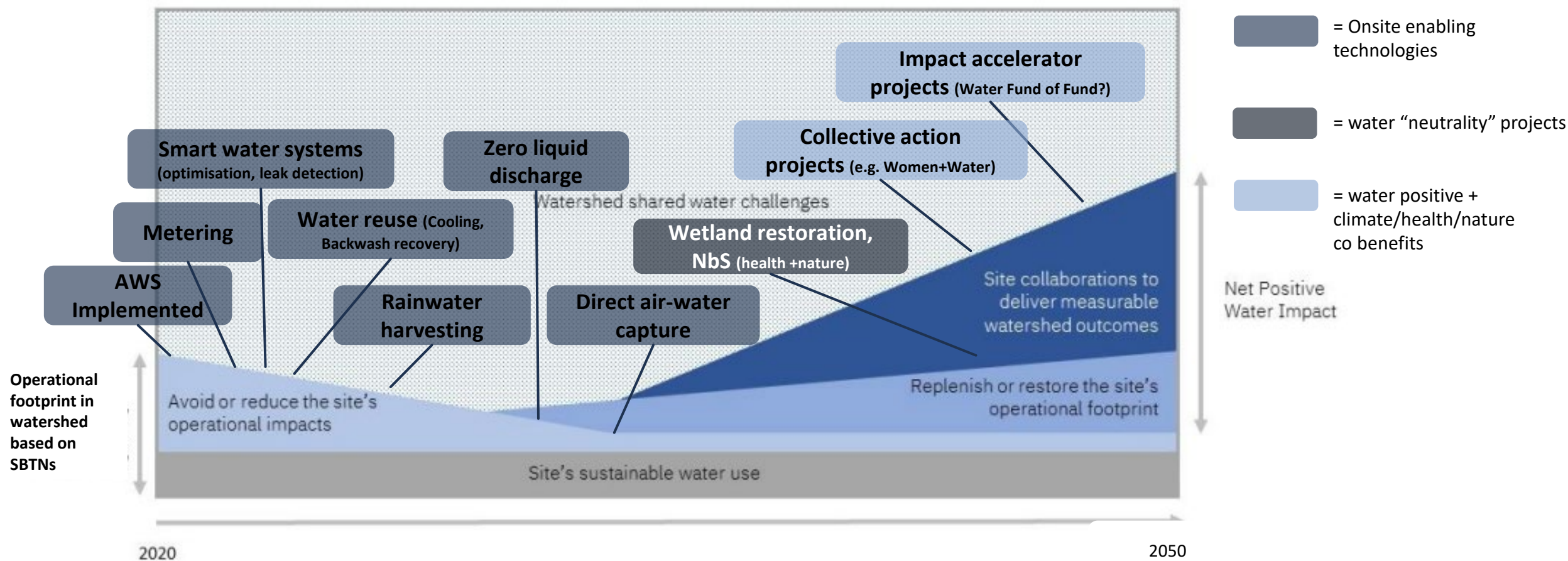
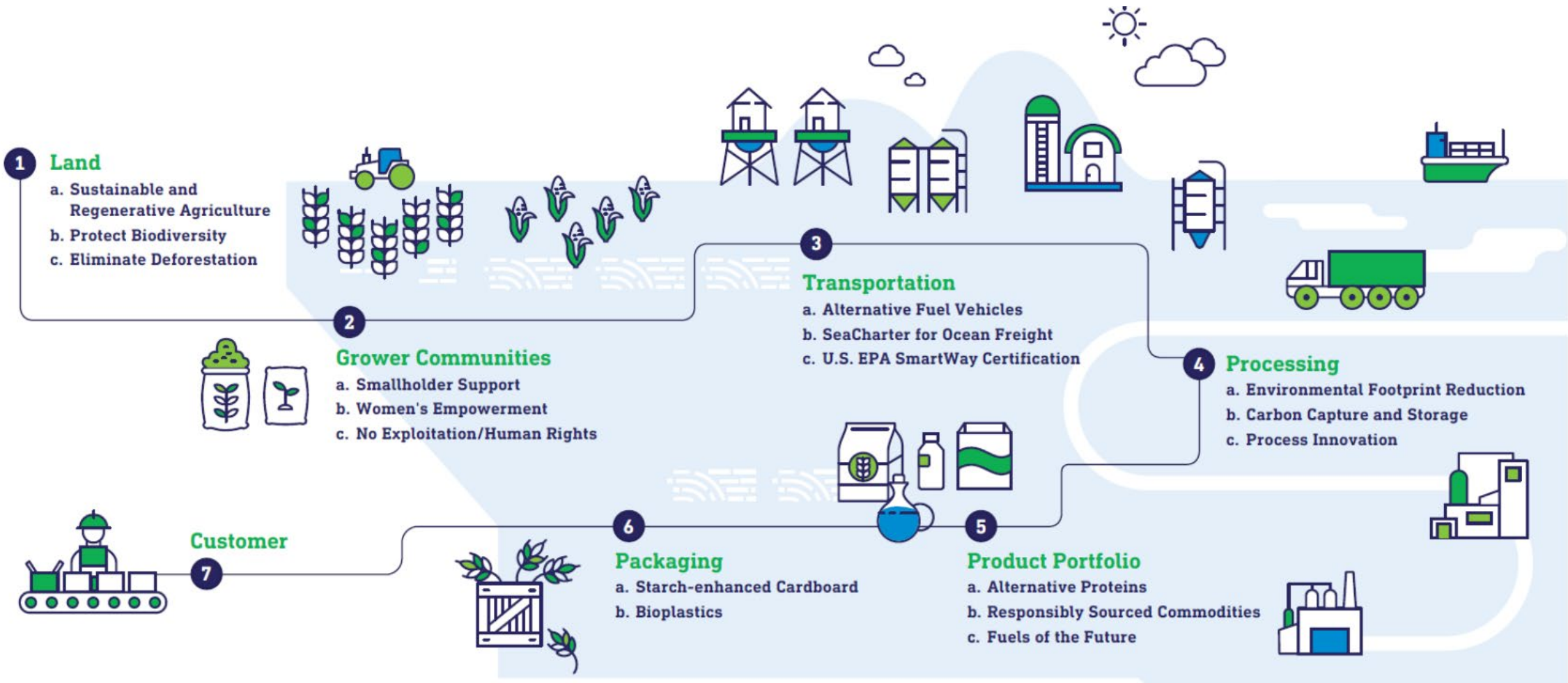


Figure adapted from CEO Water Mandate NPWI Methodology v4 by GSK



# Building a More Sustainable Value Chain





# WHAT WE DO

Rejuvenating critical watersheds by working with local partners



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## Collective Action Case Study



### SITUATION

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

### IMPLEMENTING PARTNER:



### CURRENT MEMBERS:



### INTERESTED MEMBERS:



### 2030 POTENTIAL IMPACT

CARBON BENEFIT  
(TONS CO2 / YEAR)

1.089.010,69

FOREST RESTORATIONS &  
CONSERVATION (HA)

125.689

WATER QUANTITY (M3)

559.438.767

PEOPLE IMPACTED

11.234 (Economic Benefits)

12.326.401 (Water availability)

## Jaguariúna - 2019

Haras Maripá

# Jaguariúna Watershed 2019



Jaguariúna - 2022

Haras Maripá

# Jaguariúna Watershed 2022



# WHAT WE DO

Mobilizing investment vehicles to scale water action around the world



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## Investment Portfolio Case Study

- WRC Members partner with Water Equity to launch \$139 Million water fund.
- Balance sheet impact investing to mobilize more capital
- Expected to provide WASH to 5 million people worldwide



Starbucks, DuPont, Ecolab, Gap Inc, Reckitt, came together with US DFC to launch first \$139 Million Fund

**\$1 Billion of future opportunities identified**



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# Raise the Profile of Water & Shape the Enabling Environment



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# 2025 High Level Events

**GreenBiz<sup>25</sup>**  
FEBRUARY 10 - 12, 2025  
PHOENIX, AZ

10-12 February



TBD 2027



**HIGH-LEVEL POLITICAL FORUM  
ON SUSTAINABLE DEVELOPMENT**

14-23 July



24-28 August



21-28 September



10- 21 November



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**WHERE YOU FIT**



# WHERE YOU FIT

There are many ways to  
engage with water - we help  
guide your journey

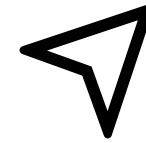


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## Onboarding Process

**YOU**

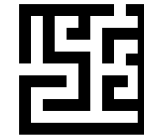
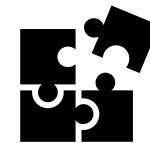
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- Why did your company join the Mandate?
- What are your present activities on water?
- What are your future ambitions on water?

**WE**

>>>



- Connect you with our relevant programs
- Help navigate the water stewardship ecosystem
- Identify areas for future investment
- Update you on latest opportunities



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# WHERE YOU FIT

There are opportunities to  
engage to fit each  
company's interests



## - LEAD -

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

## - SCALE -

- 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

## - ELEVATE -

- Provide input to Mandate review of an external policy / standard
- Use company voice to advocate for water at appropriate fora
- Through WRC, utilize CEO / c-suite to elevate importance of water





# WHERE YOU FIT

We recommend a few simple steps to get you started on your journey



## Recommended Engagements

### 1. Save the Date for our events and meetings

- Annual General Meeting: 24 Sept in NYC
- HLPF, AWS Forum, SWWW, SDG Summit, COP30

### 2. Explore the **Open Call 100 Basins** on the **Water Action Hub**

- Map your operation onto our 100 Priority Basins
- Join the Open Call to Accelerate Water Action

### 3. Choose a program to join / learn more about

- WASH4Work; Water Resilience Coalition
- NBS, WRAF, Legacy Tools
- First Year Program



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**WHAT COMES NEXT**



# WHAT COMES NEXT

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



## Endorser Requirements

1. Be a UN Global Compact signatory
2. Report publicly on progress on an annual basis
3. Meaningfully contribute (financially or otherwise)



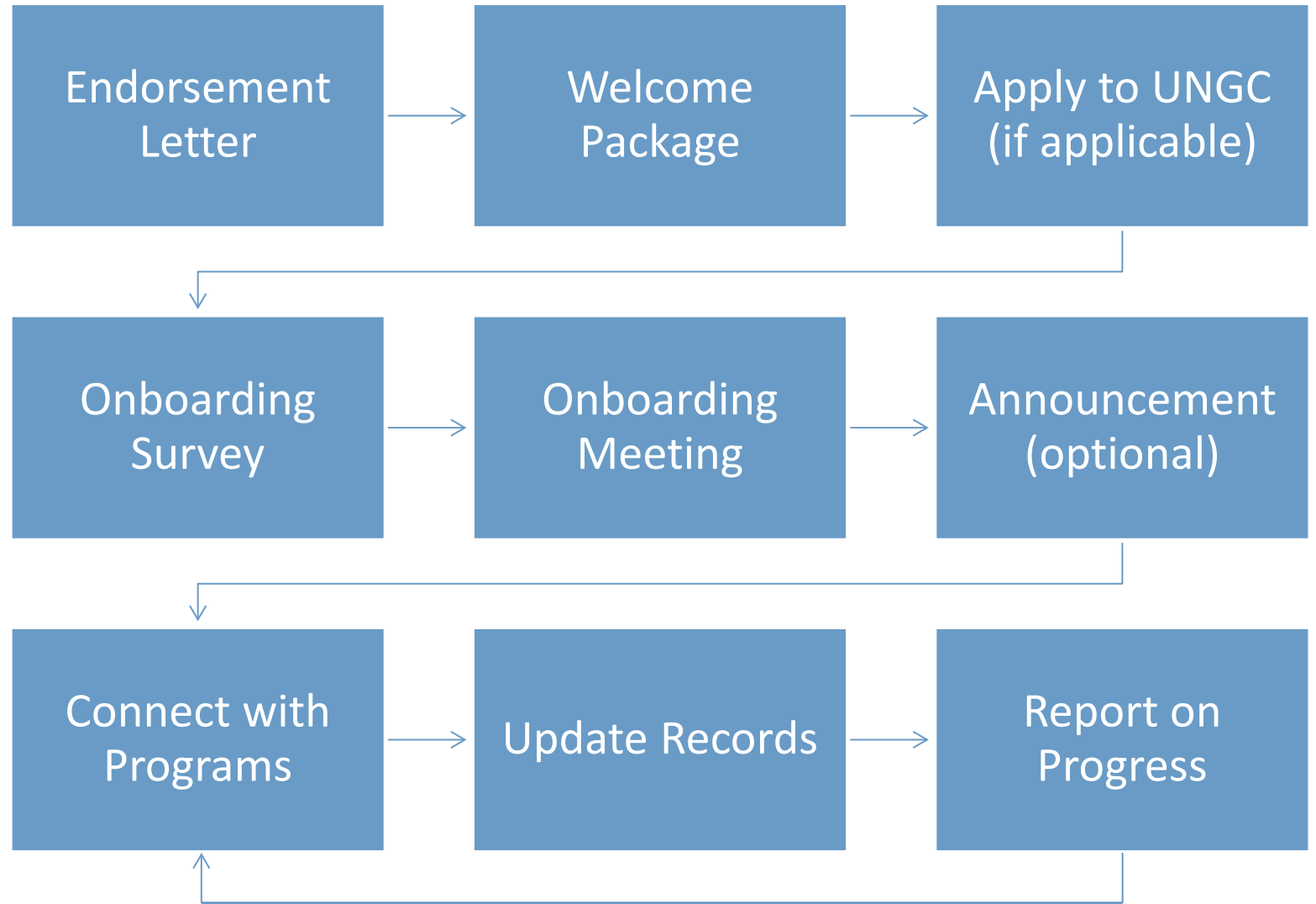
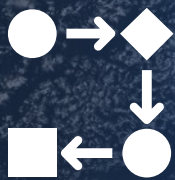
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# WHAT COMES NEXT

The endorsement letter is just the first step in our partnership



# WHAT COMES NEXT

Reporting is essential, but  
flexible to fit our diversity  
of companies



## Reporting Requirement

### 2025 Reporting

#### 2025 UN Global Compact CoP

- CEO Statement
- Digital Questionnaire [Streamlined Update]
- OR
- Sustainability Report Upload

#### 2025 CEO Water Mandate CoP

- UN Global Compact CoP
- Forward Faster Questionnaire [If Applicable]
- 100 Basins App [Recommended for non-FF]

Email to [ceowatermandate@unglobalcompact.org](mailto:ceowatermandate@unglobalcompact.org)



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# WHAT COMES NEXT

Endorser contributions  
make the work of the  
Mandate possible



## Financial Contribution

Mandate endorsers expected to contribute financially or otherwise

Invoice timing is flexible to fit different fiscal calendars

| Company revenue tiers by annual gross sales/revenue | Expected Annual Contribution |
|---|------------------------------|
| > USD 5 billion                                     | USD 20,000                   |
| USD 1 – 5 billion                                   | USD 15,000                   |
| USD 500 million – 1 billion                         | USD 10,000                   |
| USD 250 - 500 million                               | USD 7,500                    |
| USD 50 – 250 million                                | USD 5,000                    |
| USD 25 – 50 million                                 | USD 2,500                    |
| < USD 25 million                                    | USD 1,250                    |

*\*The above fees are currently under review and may change in 2025, pending approval by the Steering Committee.*







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THANK YOU

