

# HOW TO CHAMPION BASIN RESILIENCE

## The Big Picture: A Global Call for Collective Action

The CEO Water Mandate's collective action initiatives mobilize efforts in 100 priority watersheds where water risks are highest and coordinated solutions can drive systemic change — addressing scarcity, pollution, and governance gaps. Recognizing that no single actor can solve these challenges alone, the Basin Collaborative model brings together companies, governments, civil society, and communities in aligned, impactful action. Each Collaborative follows a structured yet locally tailored framework, rooted in community priorities and basin-specific data while drawing from global best practices. This approach helps companies shift from isolated site-level efforts to strategic, basin-wide investments that strengthen water security, climate resilience, and community well-being.



### What is a Basin Champion?

A **Basin Champion** is a corporate leader committed to accelerating basin-level collective action in one of the 100 priority basins. In the Collaborative model, Champions are first movers who provide critical funding, visibility, and thought leadership to unlock coordinated efforts among corporate peers, local stakeholders, NGOs, and the public sector to achieve basin-scale resilience.

[Explore Priority Basins on Water Action Hub](#)

### Why It Matters



**Water risks are growing.** Communities, ecosystems, and value chains are threatened by insecure water resources where sources are overdrafted, polluted, mismanaged, or have failing infrastructure.

**Solutions must be collective.** No single actor—private nor public—can fix a basins' challenge alone.

**Champions drive momentum.** Your leadership and resources make basin collaboration possible — connecting investment, visibility, and on-the-ground action.

### Role of a Basin Champion : Opportunities and Commitments

#### ✓ Contribute Financially

Support start-up activities, on-the-ground projects, and impact management.

#### ✓ Guide the Work

Help set strategic priorities and key multi-sector partnerships in your Basin.

#### ✓ Amplify the Initiative

Use your voice and networks to elevate the Collaborative and bring others to the table.

#### ✓ Share your Knowledge

Guide new Basin Champions and leaders in other global contexts with your learnings.

### Benefits of Championing a Collaborative

- ◆ Thought leadership in a high-visibility global water platform
- ◆ Basin-scale impact monitoring management tools and infrastructure
- ◆ Progress toward your contextual water targets and ESG goals
- ◆ Case study and storytelling opportunities for work
- ◆ Strategic alignment with global partners and public sector actors



**WATER  
ACTION  
HUB**

Premier online platform for mapping and facilitating collective action on water to share and connect with basin-level opportunities

### Eligibility:

Any company may raise their hand to champion or co-champion a Basin. Selection is subject to approval through a Partner Review process.

### Ready to Champion a Basin?

For questions or to learn more about the Champion opportunity, please reach out via email to [mcassalia@pacinst.org](mailto:mcassalia@pacinst.org) and [kisaf@pacinst.org](mailto:kisaf@pacinst.org).