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.



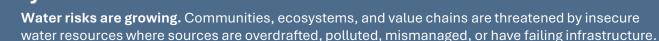
What is a Basin Champion?

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







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

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

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 multisector 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



Premier online platform for mapping and facilitating collective action on water to share and connect with basinlevel 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 and kisaf@pacinst.org.