

Sample Text for WRC Members to Use in Outreach:

Subject: Let's Partner to Build a Water-Resilient Future—Join the Water Resilience Coalition

Dear [Recipient's Name],

Water is emerging as one of the most material risks to business continuity and growth – with water-related disruptions already contributing to over \$500 billion in annual economic losses globally. As AI, data infrastructure, and population demands intensify water stress across global operations, companies are facing a rapidly evolving risk landscape.

That's why companies like AB InBev, Microsoft, Ecolab, Starbucks, and Diageo joined the [Water Resilience Coalition \(WRC\)](#)—a CEO-led initiative of the UN Global Compact that is uniting the business community to take bold, collaborative action around building a water resilient future.

At [Your Company Name], we've experienced firsthand how WRC membership strengthened our long-term operational resilience, improves stakeholder confidence, and aligns us with investor and regulatory expectations while also contributing to global sustainability.

The WRC is driving progress toward an ambitious 2030 goal: to build water resilience across operations, supply chains, and **100 of the world's most water-stressed basins**. This platform enables members to reduce water risk, unlock innovation, and demonstrate sustainability leadership.

As a member, your company would gain:

- **Reduced water risk and enhanced resilience** through basin-level partnerships with governments and NGO's, around common basin goals and optimizing investments to transform local water conditions.
- **Advanced monitoring and impact tracking** through a GIS + AI platform, developed with the European Space Agency and 52 Impact to assess current and projected basin conditions.
- **Access to innovation and investment** through the WRC's investment portfolio, tech pilots, and partners like the World Economic Forum and the 100+ Accelerator.
- **A high-level leadership network**, where CEOs, CSOs, and senior executives meet biannually to align strategies, amplify influence, and accelerate impact as Basin Champions.

I'd welcome the opportunity to connect for a brief 20-minute call in the coming weeks to explore how [Recipient Company Name] could take a leadership role in this work. Please let me know a time that works best.

Thank you for your time.