



The CEO Water Mandate

Corporate Water Stewardship in Support of Building Resilience & Long-Term Water Security

Jason Morrison
President, Pacific Institute
Head, CEO Water Mandate



United Nations
Global Compact



CEO Water Mandate Objective

To mobilize a critical mass of business leaders to address global water challenges through corporate water stewardship, in partnership with the United Nations, governments, civil society organizations, and other stakeholders.



**DIRECT
OPERATIONS**



**SUPPLY CHAIN
AND WATERSHEDS**



**COLLECTIVE
ACTION**



**PUBLIC
POLICY**



**COMMUNITY
ENGAGEMENT**



**TRANSPARENCY
AND DISCLOSURE**



The CEO **Water** Mandate



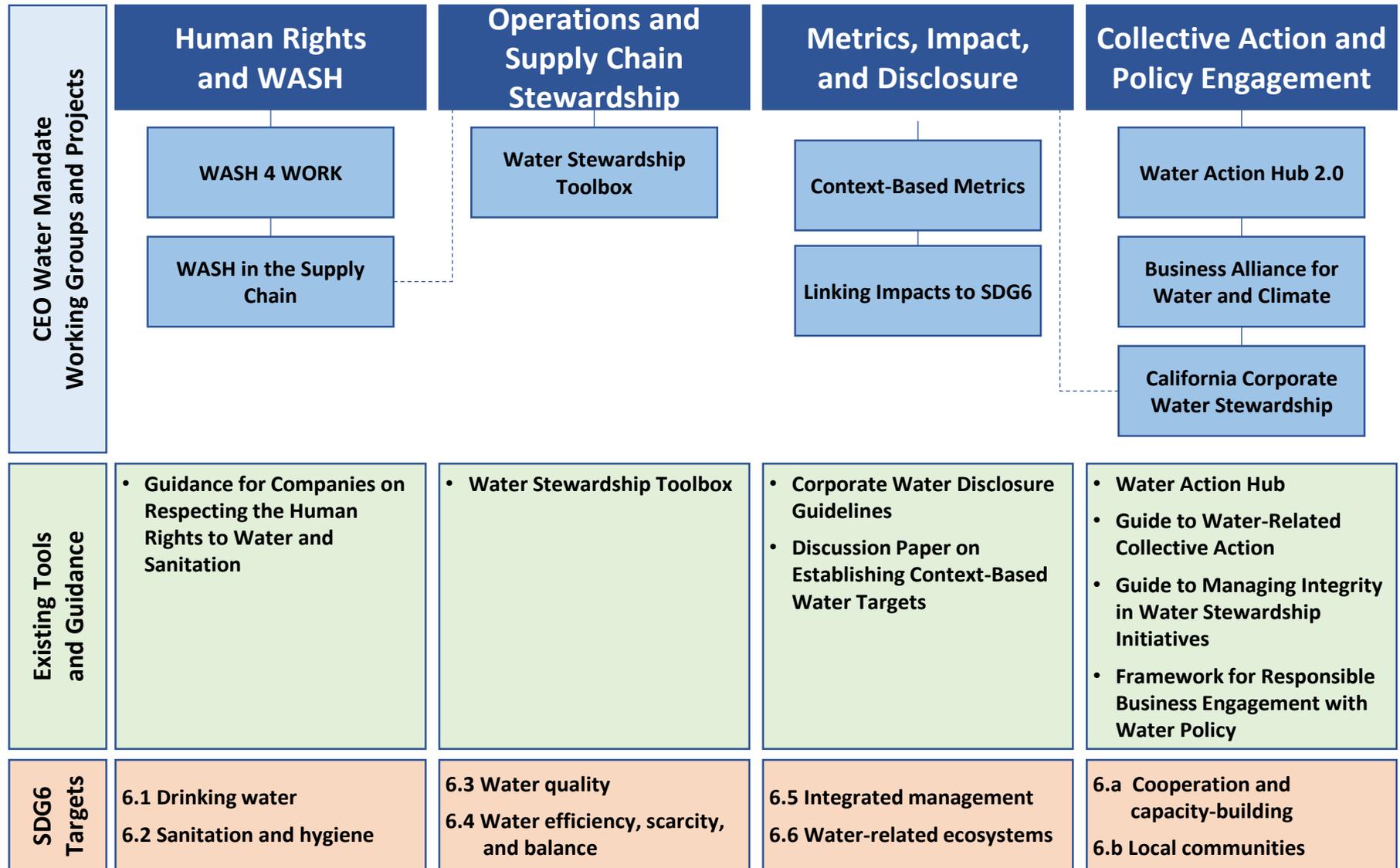
United Nations
Global Compact



Overview of Working Groups



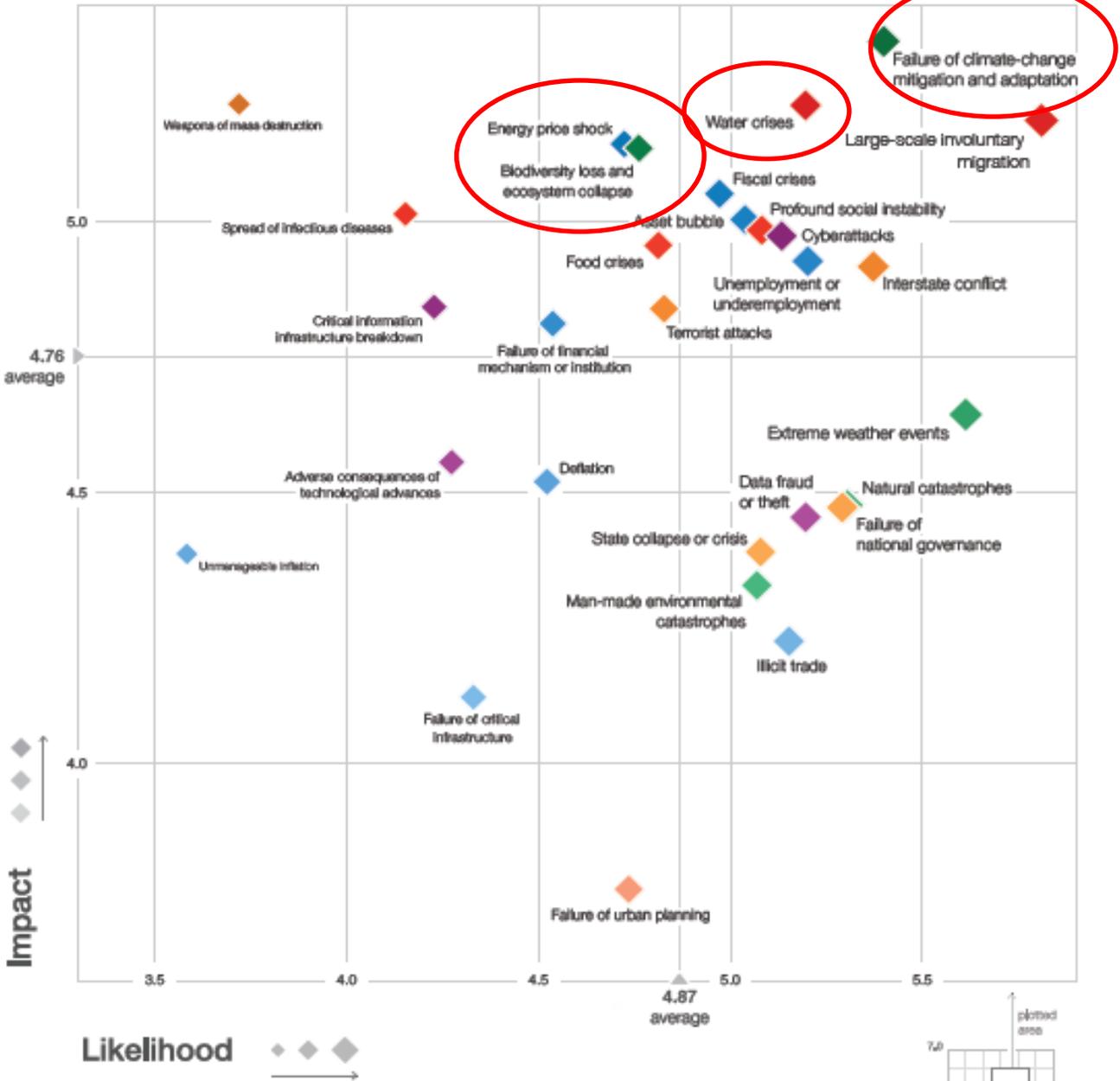
The CEO Water Mandate



Societal Risks by Impact and Likelihood

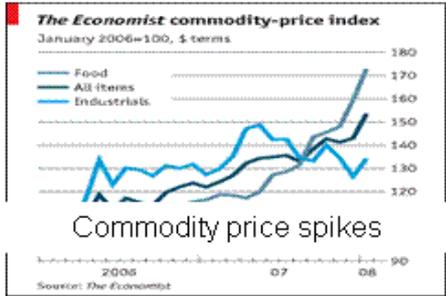
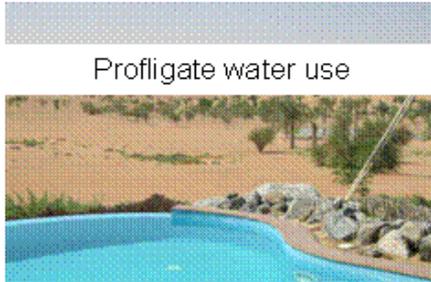


The CEO Water Mandate



Water is #3 with potential greatest impact in 2016 World Economic Forum's Report on Global Risks

Water-Related Risk In the Value Chain

Point of impact: Type of risk:	Supply chain	Production process	Product use
Physical	 <p>The Economist commodity-price index January 2006=100, \$ terms</p> <p>Commodity price spikes</p> <p>Source: The Economist</p>	 <p>Disruption in water supply</p>	 <p>Scarcity limiting sales</p>
Regulatory (+ litigation)	 <p>Water quality standards constraining power generation</p>	 <p>Court settlement to scale back operations</p>	 <p>Insecure water rights</p>
Reputation	 <p>Multinationals' suppliers singled out for violations</p>	 <p>Competition with social uses</p>	 <p>Profligate water use</p>

Water Stewardship as Response Strategy to Risk



The CEO Water Mandate

Water Stewardship is...

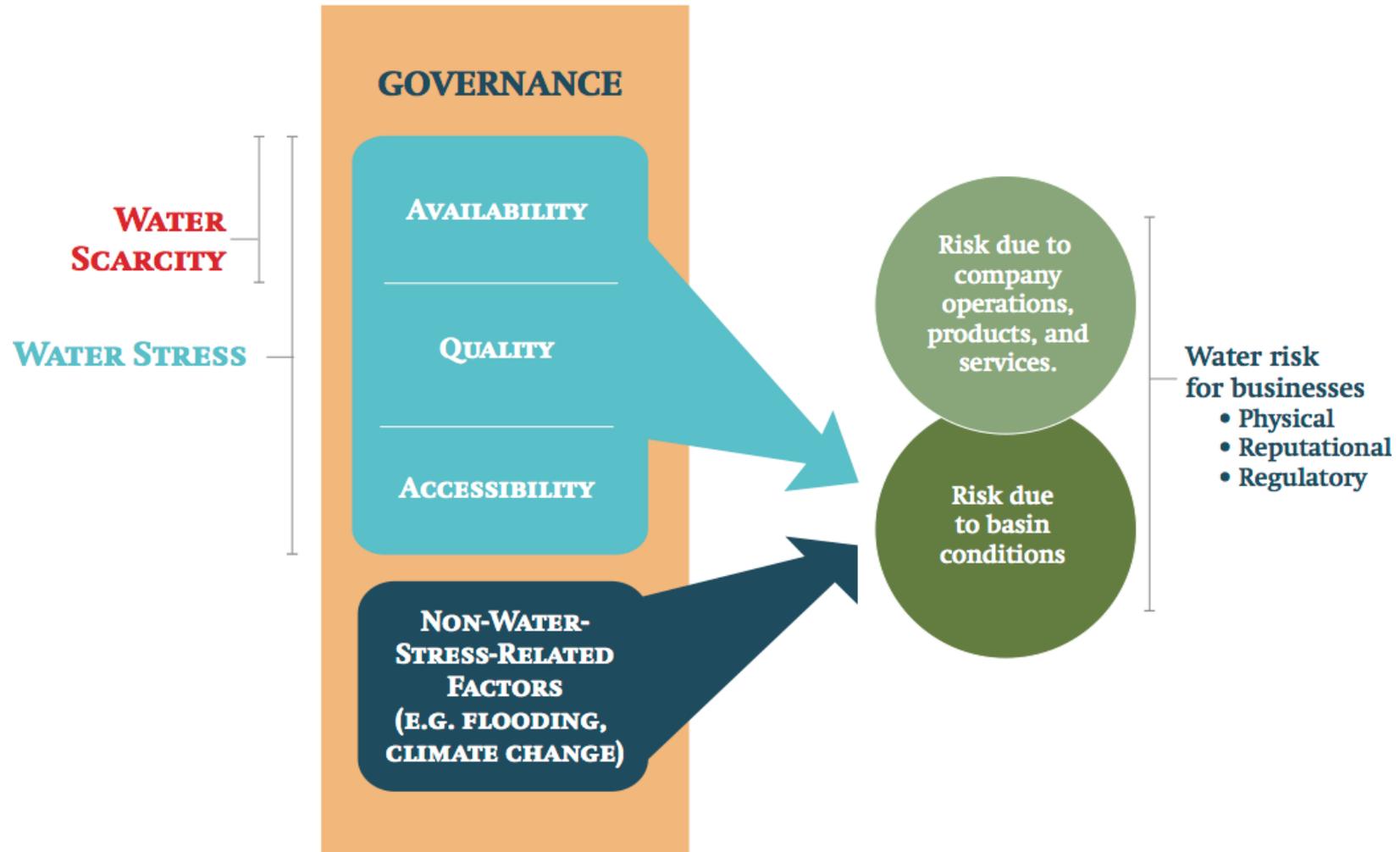


“...the use of water that is socially equitable, environmentally sustainable, and economically beneficial, achieved through a stakeholder-inclusive process that involves site- and catchment-based actions.”

Stewardship Addresses Water Stress (among other things)



The CEO **Water** Mandate



Water Stewardship Progression Toward Collective Action



The CEO Water Mandate



OPERATIONS

- Provide WASH services in the workplace
- Measure and monitor water practices
- Drive water efficiency and reduce pollution



CONTEXT

- Understand water-stressed and high-risk basins
- Assess risks and impacts in the value chain



STRATEGY

- Integrate water management into business strategy



ENGAGEMENT

- Advance sustainable water management and collective action
- Facilitate improved performance in the value chain



COMMUNICATION

- Achieve meaningful & inclusive dialogue with stakeholders



Responsible Policy Engagement and Collective Action Resources



The CEO Water Mandate



Water Action Hub

Online information platform that enables organizations to identify and engage with partners to address shared water challenges



The CEO Water Mandate

A screenshot of the Water Action Hub website. The top navigation bar includes "Water Action Hub", "ORGANIZATIONS", "PROJECTS", "REGIONS", "ACTION AREAS", and "RESOURCES", along with a search bar and user options like "Join | Log In | Translate". The main content area features a map of Zimbabwe and Botswana titled "LIMPOPO WATER USERS MAPPED" with a "Learn More" button. Below this is a "PROJECT MAP" showing a world map with blue circles indicating project locations, with statistics for "283 Organizations", "142 Projects", and "300 Project Locations". A legend at the bottom of the project map identifies project types: "Project Created by Hub User", "Project Created by Administrator", and "Project Star Panel Network". The bottom section of the page displays four image-based categories: "ORGANIZATIONS" (a green leaf), "PROJECTS" (people in a field), and two other images related to water and community.



The CEO Water Mandate

Linking
corporate water
stewardship and
the water-
related SDGs



The CEO Water Mandate



WaterAid



**SERVING THE
PUBLIC INTEREST:
CORPORATE WATER STEWARDSHIP
AND SUSTAINABLE DEVELOPMENT**

Aligning with the Public Sector – SDG6: Sustainable Management of Water and Sanitation for All

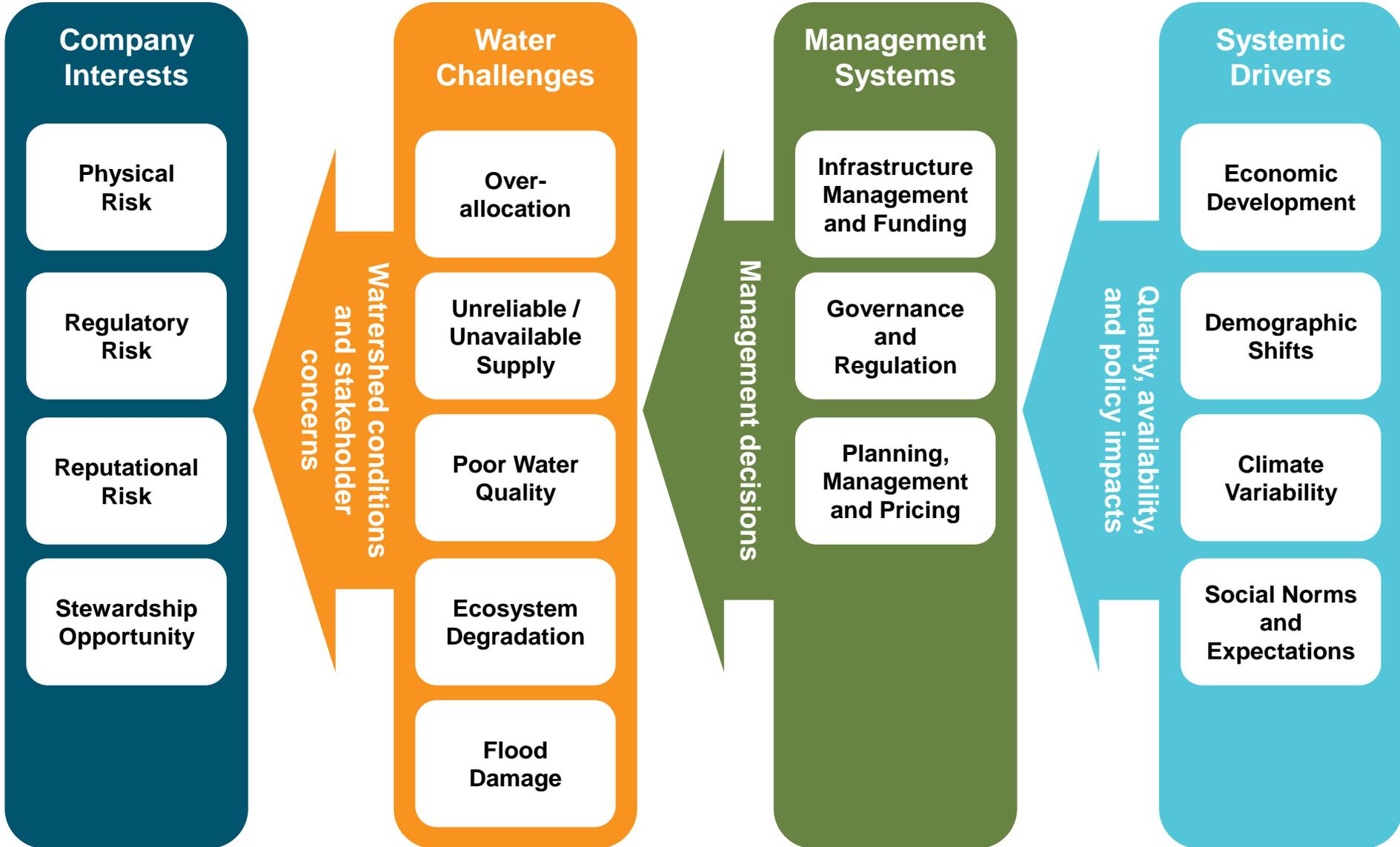


- 6.1 safe and affordable drinking water
- 6.2 sanitation and hygiene
- 6.3 water quality and pollution prevention
- 6.4 efficiency and sustainable withdrawals
- 6.5 integrated water resources management
- 6.6 water-related ecosystems
- 6.a cooperation and capacity-building
- 6.b participation of local communities

Systemic Drivers of Water-Related Business Risk and Opportunity



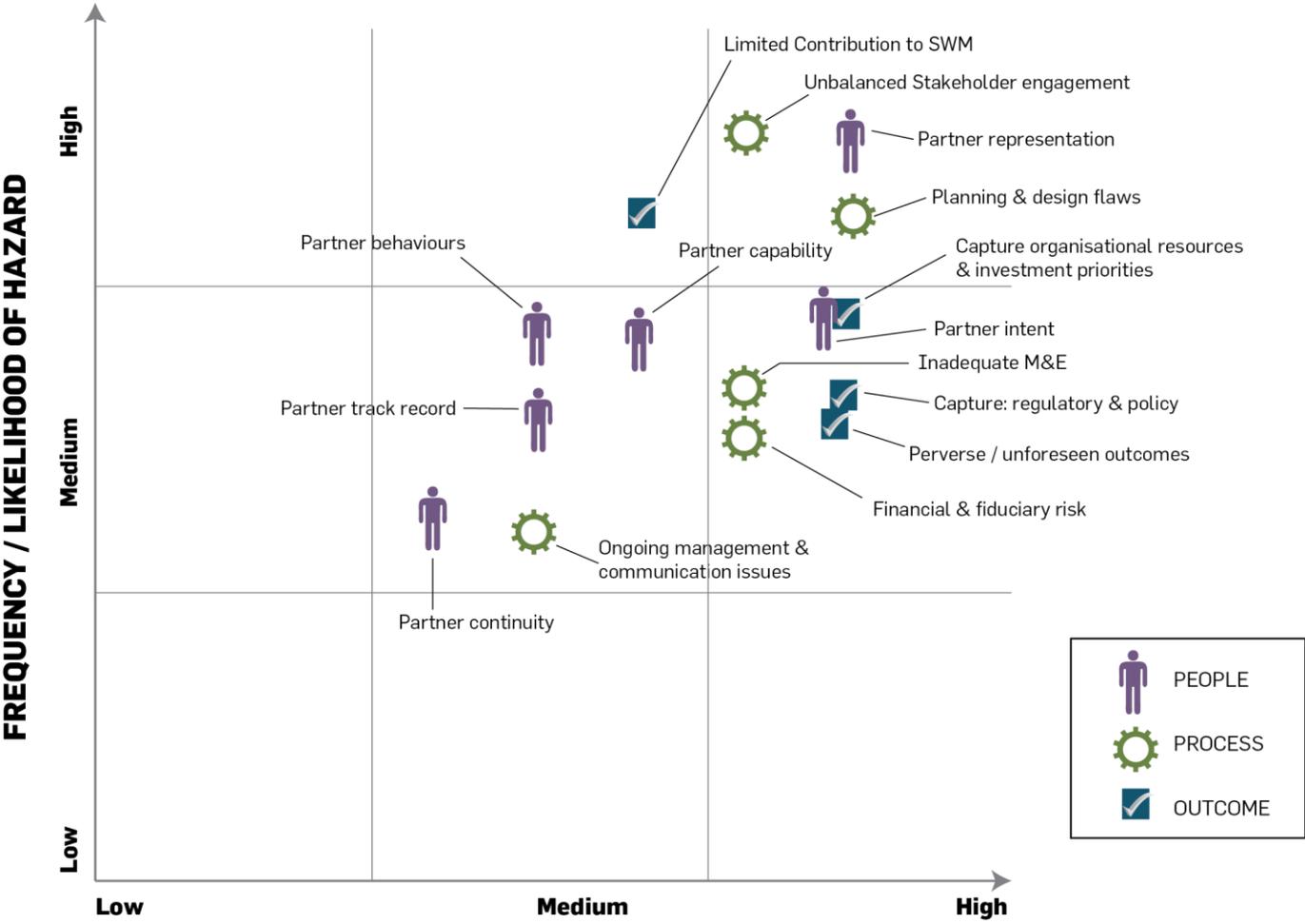
The CEO Water Mandate



Integrity Risks Facing Water Stewardship Collective Action



The CEO Water Mandate



	PEOPLE
	PROCESS
	OUTCOME

ceowatermandate.org/integrity

Principles for High Integrity Water Stewardship Collective Action



The CEO **Water** Mandate

OUTCOMES

Align with and strengthen public policy goals

PEOPLE

Ensure appropriate and balanced interests

Be clear and transparent about participant roles

Build trust and establish clear expectations for honesty

PROCESS

Be clear and transparent about challenges and intended benefits

Establish transparent governance for decisions, finances, and communications

Track outcomes against stated objectives

ceowatermandate.org/integrity

Collective Action in California



The CEO Water Mandate

CALIFORNIA WATER ACTION COLLABORATIVE

Began to coalesce in 2014 following a CEO Water Mandate meeting in Los Angeles

- steering committee
- shared goals
- monthly calls + annual meetings



cawateraction.org

Collective Action in California



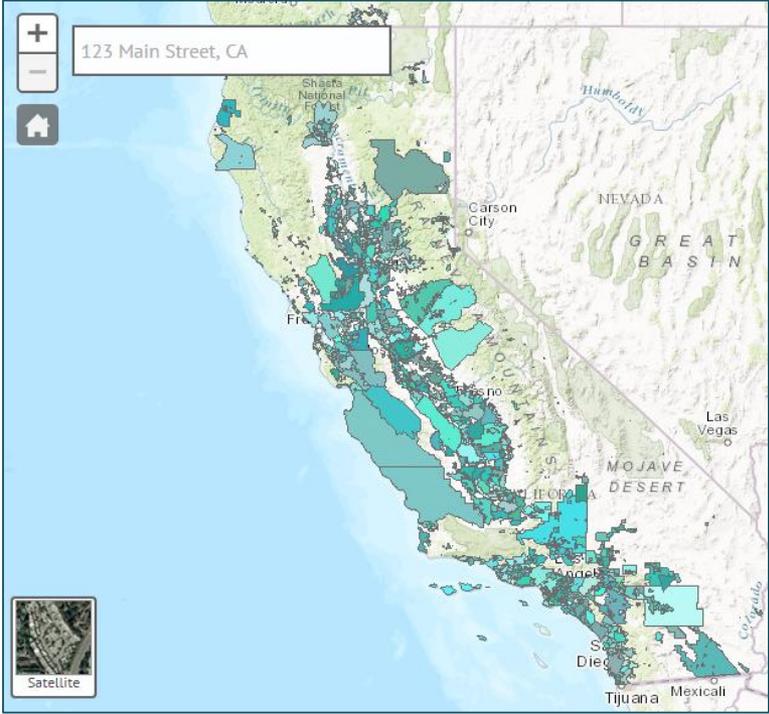
The CEO Water Mandate

Original CWAC focus areas:

- Groundwater
- Returning Water to the System
- Social Capital

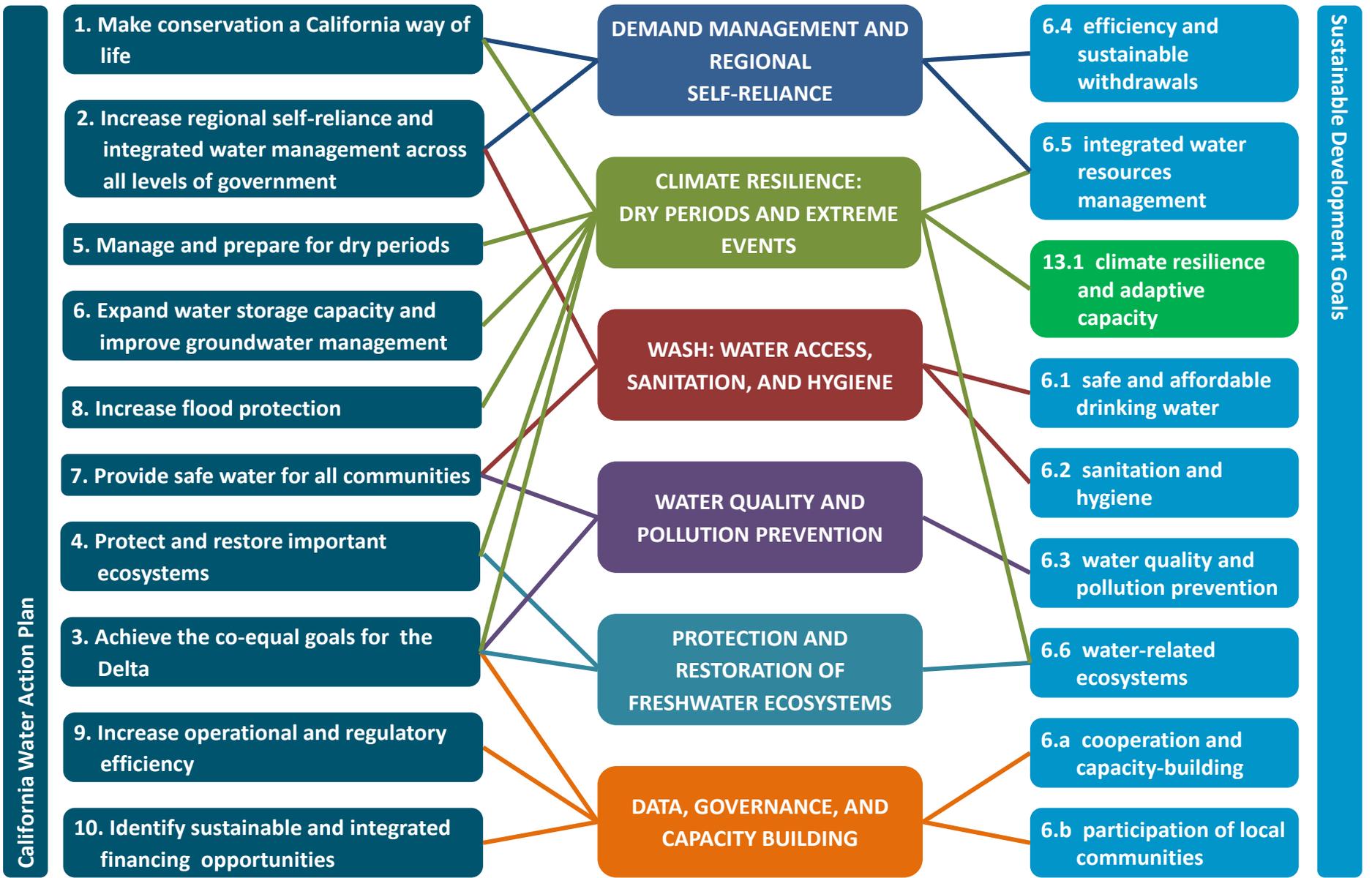
CWAC Definition of Social Capital:

the **value of mutual understanding** across social relationships that **enables creative thinking** and the generation of **new possibilities** for increasing support for people and communities and positive impact for society.



<https://gis.water.ca.gov/app/boundaries/>

Leaders' Summit Workshop Themes



California Water Action Plan

Sustainable Development Goals

Thank you



The CEO **Water** Mandate

Jason Morrison
President, Pacific Institute
Head, CEO Water Mandate

jmorrison@pacinst.org

www.ceowatermandate.org