



## Understanding Effective Water-related Collective Action in Practice Lessons Learned through On-The-Ground Partnerships 11:00 AM - 12:30 PM, 18 June 2012

### OVERVIEW

Corporate water stewardship has emerged as a response strategy to water risk. Stewardship helps companies identify and manage water-related business risks, and through collective action, allows them to contribute to and help enable more sustainable management of shared freshwater resources. While key to addressing shared risk successfully, collective action can be the greatest point of vulnerability for a company. In its most productive form, collective action leads to a strong sense of shared interests, and creates direct lines of communication in support of corporate water policy engagement measures. The benefits of successful collective action can be many:

- Leverage the collective strengths and insights of all involved parties resulting in more informed, better designed, and more durable outcomes;
- Ensure the integrity of joint purpose;
- Build and maintain legitimacy with key stakeholders resulting in a stronger social license to operate; and
- Mitigate business water risk in a robust manner.

Collective action, however, requires establishing collaborative, non-conventional relationships with non-traditional corporate partners. It exposes a company to a complex landscape of needs, interests, personalities, and organizational structures. It requires the development of new skills and knowledge, such as a more in-depth understanding of key stakeholders' needs and values, and enhanced capabilities to collaborate with government and NGO actors. This session will explore the key aspects of successful water-related collective action in practice, focusing on companies' experiences with on-the-ground engagements and partnerships.

### PROGRAMME

#### Moderator

- Rob Greenwood, Principal, Ross Strategic

#### Speakers

- Andy Wales, Senior Vice President Sustainable Development, SABMiller
- Jason Morrison, Program Director, Pacific Institute; Technical Director, CEO Water Mandate
- Samantha Hoe-Richardson, Head of Sustainable Development & Energy, Anglo American
- Anna Walker, Worldwide Government Affairs and Public Policy, Levi Strauss and Company
- Thomas Perianu, Vice President Sustainable Development, Suez Environnement

## AGENDA

- 11:00 am - 11:20 am Collective action as an integral component of SABMiller's corporate water stewardship strategy; Lessons learned from policy engagement and partnerships
- 11:20 am - 11:30 am Overview of the CEO Water Mandate's Collective Action Guide
- 11:30 am - 12:00 pm Examples of companies' collective action experiences
- 12:00 pm - 12:30 pm Facilitated panel discussion focusing on questions such as:
- What role is collective action playing within the company's broader water stewardship strategy?
  - Once you decided to engage in collective action, how did you initiate efforts with interested parties?
  - What are your two or three most important lessons learned?



The CEO Water Mandate