



Corporate Water Stewardship and Innovative Partnerships: An Imperative for Improved Water Resource Management

14:00-15:30, 16 June 2012

OVERVIEW

Social and environmental standards have succeeded in incentivizing more sustainable practice but their impacts are experienced mainly at a farm or facility level. By emphasizing engagement beyond the fence line, AWS's International Water Stewardship Standard aims to achieve watershed-level impacts. Similarly, tools under development by the CEO Water Mandate promote common approaches and collective action, including the Collective Action Guide, the Corporate Water Disclosure Guidelines and the Water Action Hub. Using practical case study examples, this session will explore ways in which these and other corporate water stewardship initiatives can help businesses and other stakeholders that are thinking beyond certification, and that are pursuing cross-sectoral partnerships needed to achieve watershed-level sustainability.

PROGRAMME

Moderator

- Rob Greenwood, Principal, Ross Strategic

Speakers

- Adrian Sym, Executive Director, Alliance for Water Stewardship
- Jason Morrison, Program Director, Pacific Institute; Technical Director, CEO Water Mandate
- Thomas Stratenwerth, Head of Division, "General, Fundamental, International and European Aspects of Water Management", German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
- Ricardo Rolim, Director of Social and Environmental Relationships, Ambev
- Glauco Kimura de Freitas, Freshwater Programme Coordinator, WWF Brazil
- Nigel Topping, Chief Innovations Officer, Carbon Disclosure Project

AGENDA

14:00-14:25: Select approaches for promoting corporate water stewardship and innovative partnerships for improved water resource management

The first session will introduce the session co-conveners and their specific approaches that are aiming to stimulate partnerships and collective action for improved water resource management: The AWS International Water Stewardship Standard and the collective action tools being developed by the CEO Water Mandate.

14:25-15:00: Examples of what water stewardship can mean for different sectors, and its potential to drive, in various ways, partnerships for sustainable water resource management

- Governments also have an important role to play in promoting collective responses. The German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) has been instrumental in shaping and driving the “Nexus” approach – looking at the inherent linkages between water, energy and food production. Using a Nexus perspective, which has cross-thematic and sectoral collaboration at its core, this presentation will examine some of the ways public sector agencies can help to up-scale collective action and leverage more meaningful partnerships for improved water resource management.
- Ambev, a major business unit of Anheuser-Busch InBev, will jointly present a multi-component water conservation campaign called the Cyan Movement. Collective action is key to several initiatives under the Cyan Movement, including: a watershed restoration project with WWF in the Corumbá-Paranoá Basin near Brasilia, public water awareness events and exhibits, and the Cyan Bank to engage consumers in water conservation. The presentation will highlight efforts to engage a wide variety of stakeholders for collective action on water conservation issues.
- Investor decisions are increasingly being guided, not just by water risks at a company or project level, but by basin level sustainability concerns. Working directly with the investor community, the Carbon Disclosure Project is working to catalyze the global movement towards sustainable corporate water management. This presentation will highlight how collective action on shared water risk can simultaneously reduce the risk of individual investments and provide shared benefit at a basin level.

15:00-15:30: Facilitated discussion on creating opportunities for cross-sectoral engagement on water stewardship and innovative partnerships for sustainable water resource management

- How can voluntary mechanisms and best practice tools that are primarily aimed at business be used by public sector and civil society to promote innovative partnerships for sustainable water resource management?
- What are the drivers, barriers, and respective roles of public sector, business, and civil society in promoting the uptake and use of such mechanisms that advance sustainable water resource management?



The CEO Water Mandate