



WWF Freshwater

Ramsar COP Symposium on Business – water and wetlands

Stuart Orr, WWF International



What companies are saying about water?

Last 10 years

- Increasing water scarcity is a reality
- Agreement on trends and pressures
- Non-substitution of water
- Need for baseline data

2011

- Increased social & media attention
- Water risks are real
- Pressure from investors
- Better baseline (footprint, scarcity) data available
- Cooperation essential, not conflict: global/regional fora and dialogue
- Confused on response

Now

- Need and desire to act now
- Beyond the 'fence line'
- Ability to quantify water risks
- Availability of full overview of responses



What are companies doing?

- Very different levels of experience and engagement

Experience / engagement

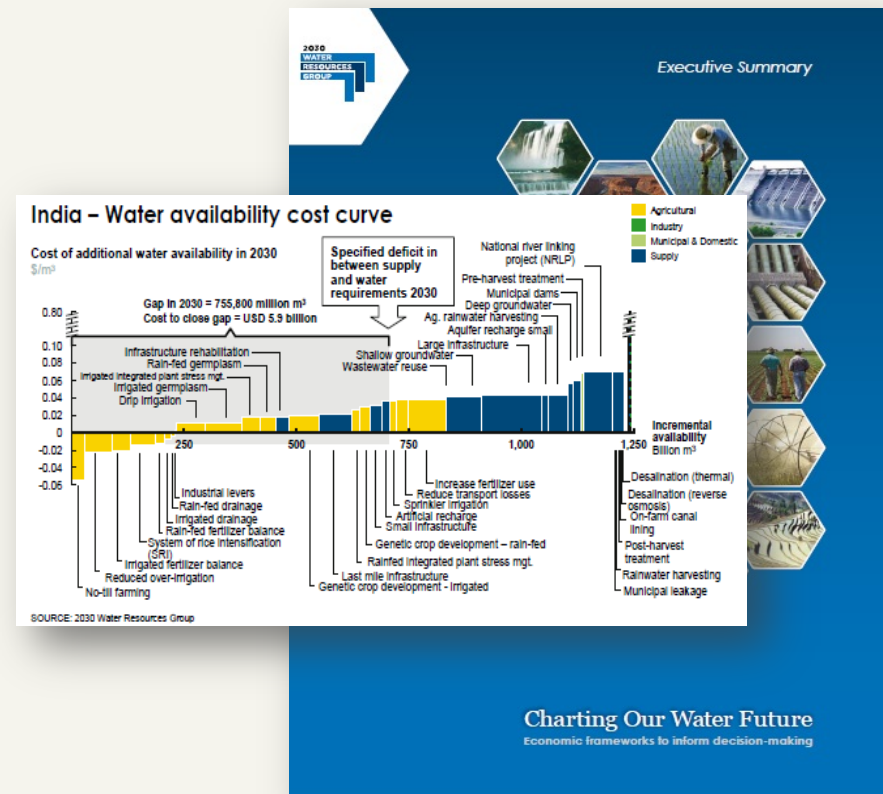




What are companies doing?

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- More and more money is available for work on water

WEF / McKinsey water cost curves





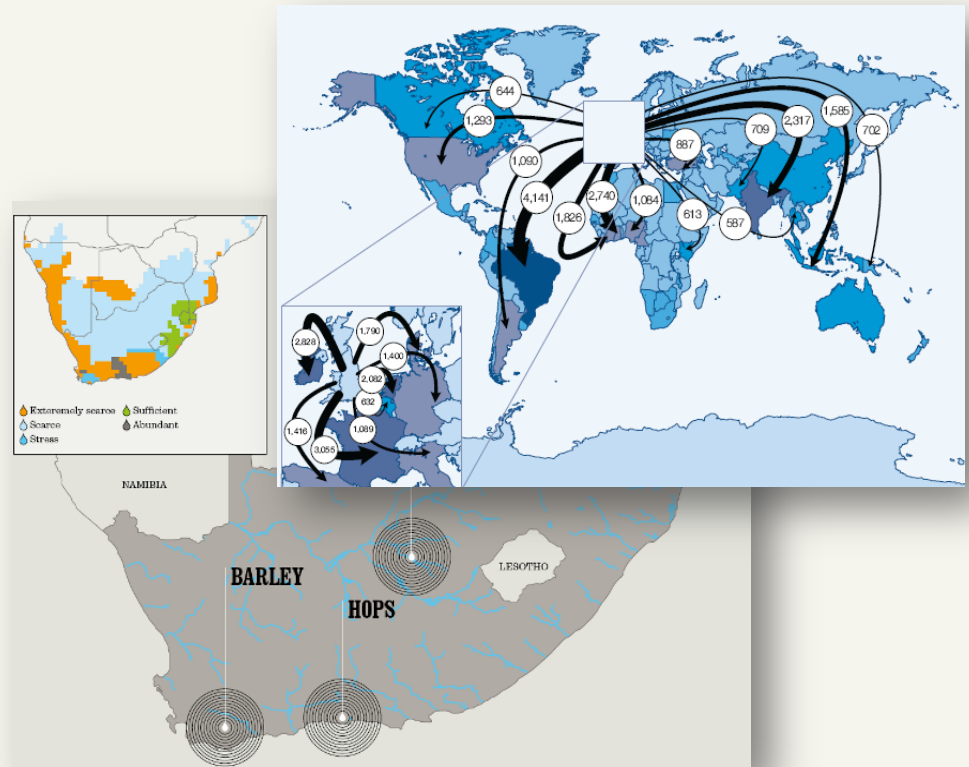
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SABMiller water footprint





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- Optimizing water efficiency
- Reduction of pollution

Water efficiency and quality improvement



- Increased steel production by 10 times without increasing water use



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M&S guidance for agricultural suppliers





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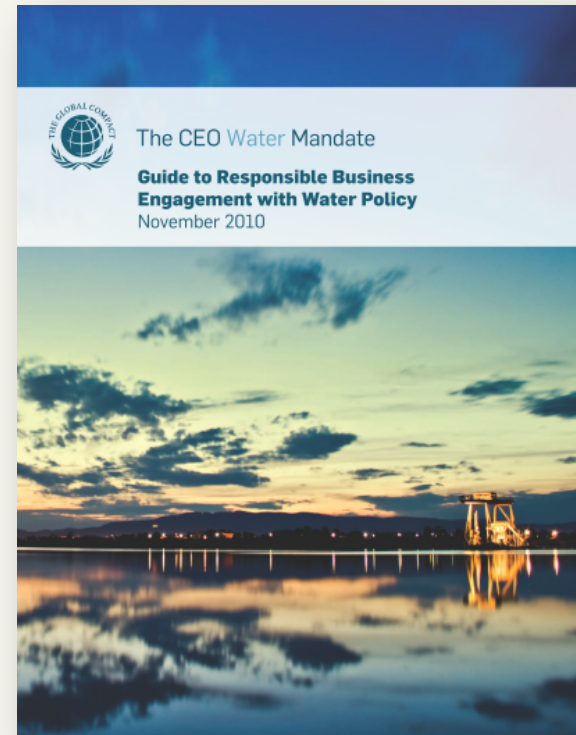
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Public Policy Guidance

UN Global Compact – Responsible Business engagement with water policy

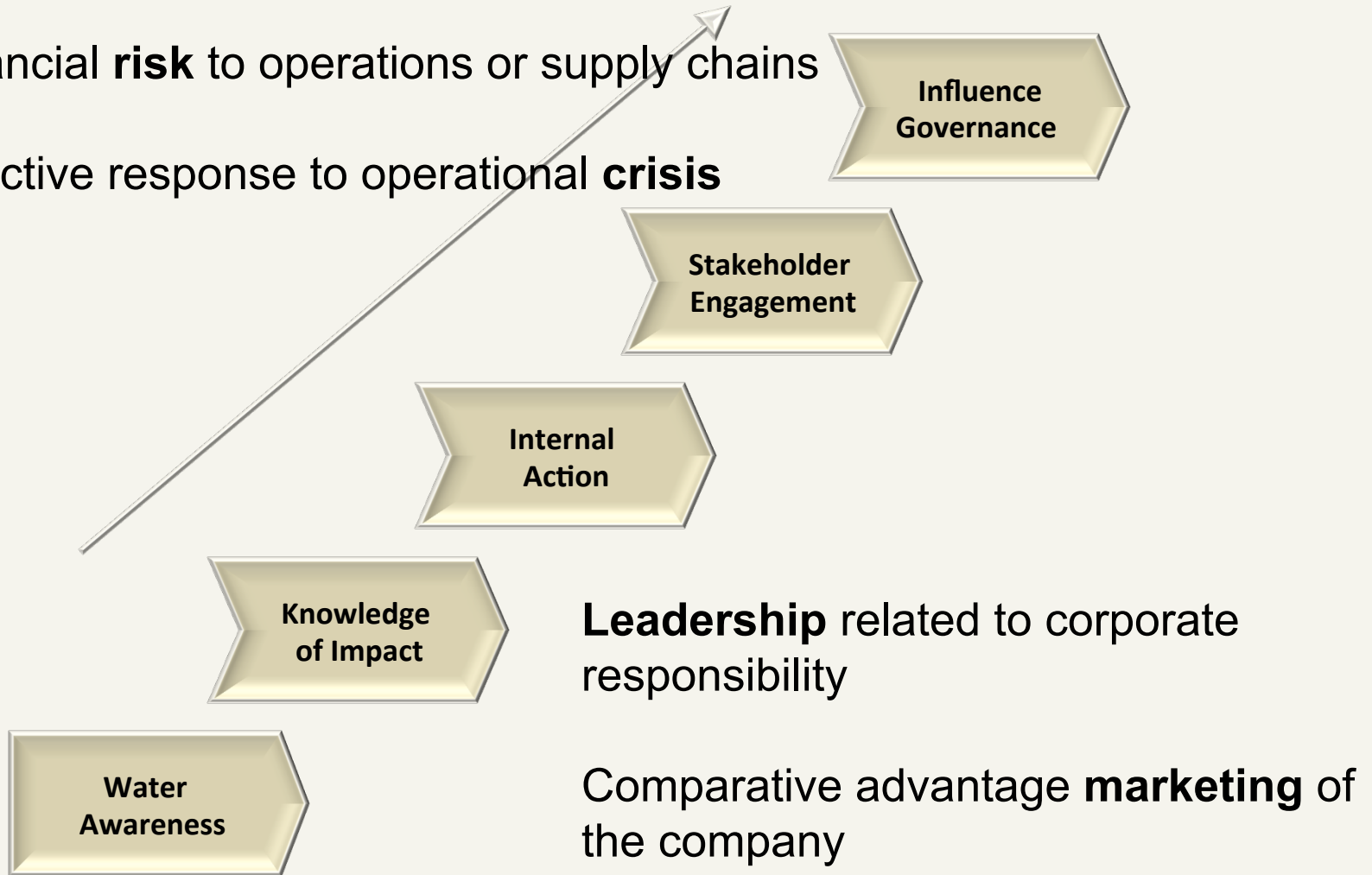




WWF Water Stewardship

Financial **risk** to operations or supply chains

Reactive response to operational **crisis**





WWF Water Stewardship

- Public goods
- Indirect control
- Allocation of resources
- Places
- Impacted by..

**Influence
Governance**

**Stakeholder
Engagement**

**Internal
Action**

**Knowledge
of Impact**

**Water
Awareness**

- Private goods
- Direct control
- Efficiency of resources
- Products
- Impacts



Water Risk Filter

waterriskfilter.panda.org

THE WATER RISK FILTER

EN Guest Sign in

Quick View Full Assessment Maps Mitigation Knowledge Base

The Water Risk Filter
First tool to quantify water-related risks for all industries in all countries

Water Stewardship
34 publications

Water Risk video
What do you know about water risk?

User Manual
23 pages

WATER RISK NEWS

The Ceres Aqua Gauge
4 Mar

Water is becoming a hot topic for business, yet most companies don't know where to start in understanding and responding to water issues. This tool is designed to help companies and investors to ask the right questions about water - to assess risks and give guidance on what to do in response. The Water Risk Filter is designed to be easy to use, yet highly robust in the results that are generated. We want to enable users to plan and create strategies for their own company, suppliers or investments to drive down risk and become proactive in responding to water issues they face - and by doing so, become better water stewards.

For WWF and DEG, estimating the perfect risk score is not the end goal. The scores are instead the best and most accurate reflection of the multiple issues that companies face around water and should guide a company into a position of proactive engagement on water. We believe that by generating interest and guidance on water actions, we can improve how water is managed, measured and improved for society, the economy and the environment.

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TESTIMONIALS

UNEP FI
"The Water Risk Filter helps FIs to assess the different components of water risks throughout the due diligence processes and regular risk assessments"


Chiquita
"Based on clear insights and data demonstrating Chiquita's level of exposure to water risks, it helps us to build the case for..."

Feedback


www.waterriskfilter.org






Mitigation responses: bridging gap from risk to action




THIS APPLICATION
HAS BEEN
PRODUCED IN
COLLABORATION
WITH




 **WATER RISK FILTER**

 EN  SP John | Sign out

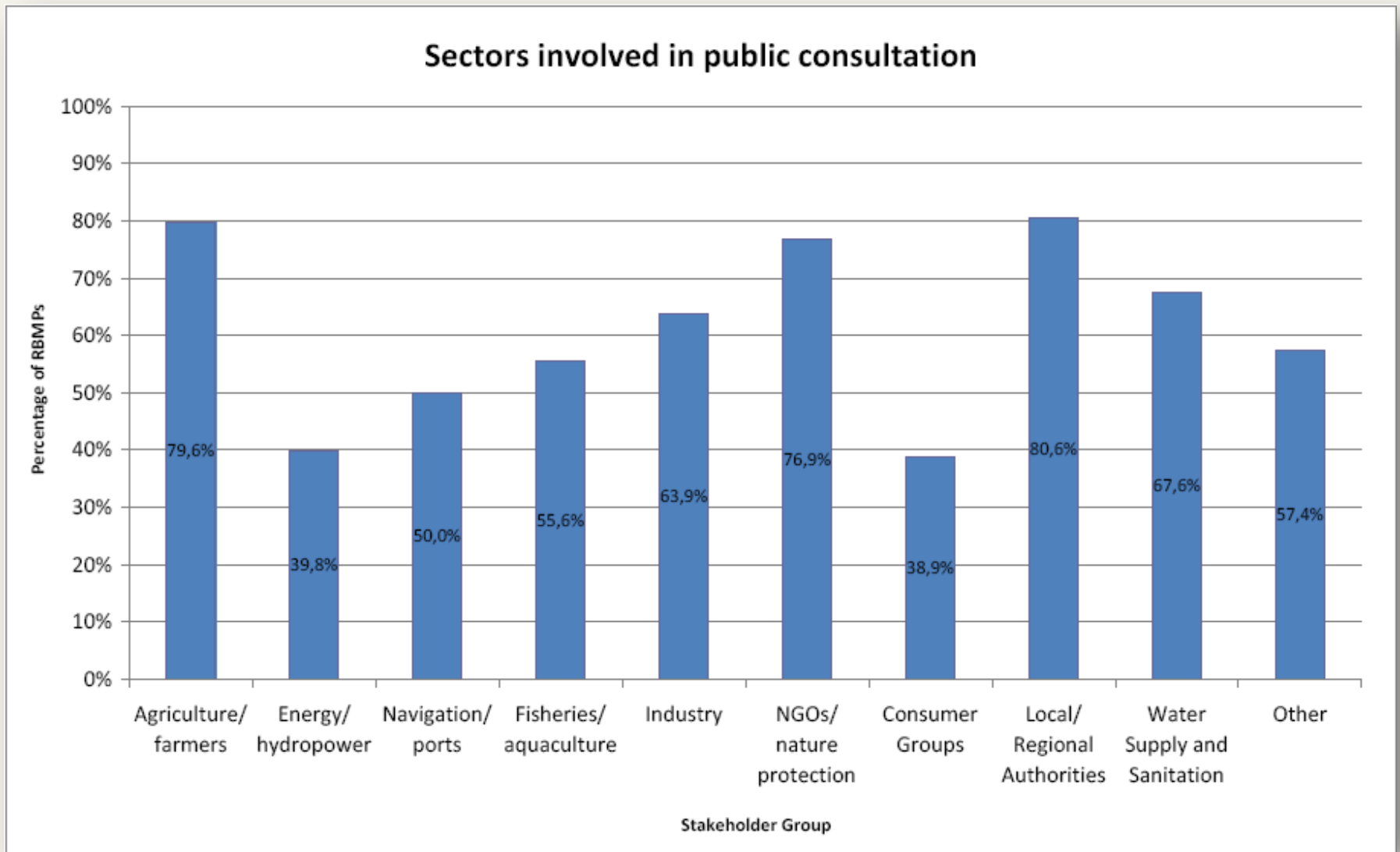
 Quick View Full Assessment Maps **Mitigation Tool** Knowledge base

Mitigation Tool Case Study

	Company Related Risk			Basin related Risk	
	Water Awareness	Knowledge of Impact	Internal Action	Stakeholder Engagement	Influence Governance
Physical					
Regulatory					
Reputational					



EU WFD stakeholder involvement – are you there?





What does this mean for conservation?

- Philanthropy will continue
- Beyond fence-line actions are now more real
- Connection to risk reductions
- More on
 - Collective action
 - Public policy
 - Shared risk and opportunity
 - Disclosure
- Companies will differentiate on water and compete
- Water is NOT going away...



Thank you

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[http://wwf.panda.org/what_we_do/how_we_work/conservation/freshwater/
water_management/](http://wwf.panda.org/what_we_do/how_we_work/conservation/freshwater/water_management/)
