Water Stewardship to Advance the SDGs & Create Shared Value

Water Business Day, World Water Forum 8
Brasilia, March 2018
SDG6: Clean Water and Sanitation

- 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
WORKING IN ISOLATION is not only an outdated idea, but also infeasible. Interconnections among goals are by design.
So, what can the private sector do?
The short answer: water stewardship
Stewardship Addresses Water Security

**Water Scarcity**

**Water Stress**

**Governance**
- Availability
- Quality
- Accessibility

**Non-Water-Stress-Related Factors** (e.g., flooding, climate change)

**Risk due to company operations, products, and services.**
- Physical
- Reputational
- Regulatory

**Risk due to basin conditions**
The Long Answer: Corporate Water Stewardship and SDG6 Targets
Aligning Collective Action to SDGs
Thank you!

Jason Morrison

Pacific Institute / CEO Water Mandate
jmorrison@pacinst.org / @JasonMorrison49
Panel #1: Water Stewardship’s Contributions to Sustainable Development
WATER AND COCA-COLA BRASIL

**+EFFICIENCY**
- Reduction in the volume of water used for production – 1.7 liters of water per liter of product
- Water reuse and recycling
- Innovations to reduce water consumption in agriculture - Agrosmart

**+AVAILABILITY**
- Conservation and reforestation projects in +100 thousand hectares in the Amazon, Northeast and Southeast of Brazil
- In 2016 Coca-Cola Brazil return to nature 2X the amount of water used in its production process.

**+ACCESS**
35 million people do not have access to safe drinking water in Brazil. 20 million live in rural areas.

U$D170 Billion are needed to universalize the access to water and sanitation in Brazil until 2033

PLANSAB - National Basic Sanitation Plan

To overcome a giant challenge like this we can not act alone
50% of the WASH projects in Latin America fail after 2 to 5 years due to the lack of any sustainability model. (UNICEF)
OUR CHOICES

A consistent commitment
Long-term commitment (2025) of Coca-Cola Brazil to the cause of access to water in regions of greater vulnerability: rural areas.

A lasting impact
Contribute to strengthening, disseminating and expanding self-sustaining impact-models of access to water and sanitation in low income communities.

Together we go further
An intersectoral alliance that leverages know-how, contacts and resources and contributes to the formation of a Brazilian network of access to water organizations.

Contribute, not substitute
Contribute to the agenda, governments and public policies related to access to water with new models, innovative solutions and strengthened organizations.
Water+ Alliance

**Purpose:** To provide and expand the access to safe drinking water in a sustainable way to low-income rural communities in Brazil.
Our “how”

Purpose
Provide and expand the access to safe drinking water in a sustainable way to low-income rural communities in Brazil.

INTEGRATE
• To build and strengthen a growing alliance of key players and partners for the access to water in Brazil.
• Stimulate and provide opportunities for a continuous integration and exchange with partners.

INNOVATE
• Mobilize innovators and developers of solutions for the access and treatment to water.
• Identify and invest in pilots with innovative solutions and models.

IMPACT
• Invest in expanding partners, models and successful solutions to a growing number of communities.
• Systematize good practices and learning for dissemination

INSPIRE
• Strengthen and enhance the visibility of the agenda, water organizations, models and solutions through events, studies and communication.
• Contribute to the access to water agenda and public policies.

Funding partners
- Investments, partners and networks

Field Partners - Access to Water
- Geographic presence, know how and self-sustainable models

Support organizations
- Technical & management support
1 - Participative Diagnosis and definition of 9 main water challenges faced by communities and water organizations

2 – National “Open Call for Water Innovations” – 114 technological solutions assessed

3 – Six innovative solutions selected and implemented through pilots in 15 communities

INNOVATE – Innovative solutions for water access and treatment
Support to research and studies

- Study - Challenges and Opportunities to increase the Access to Water on the North and Northeast of Brazil
- Partnership with Trata Brasil, the main brazilian think thank on Water and Sanitation
- Focus – Present the main sustainable solutions and models for the access to water in rural and isolated communities

Support, promotion and presence in strategic events - 2017

Mar17: Launching of Water+ Alliance & Initiative
Jun17: Water Innovation Conference - Ceará
Nov17: Latin American Meeting Community Water Organizations - México – 18 countries

May17: 1º Brazilian Conference on Community Water Organizations
Jul17: Sustainable innovations for Amazon Forum
Dec17: Workshop with World Bank, Avina and 15 investors / agencies

INSPIRE – Promoting the Access to Water Agenda
## Water+ Numbers 2017-2018

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazilian States</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Communities</td>
<td>15</td>
<td>100</td>
</tr>
<tr>
<td>Allied Organizations</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>Number of beneficiaries</td>
<td>4,222</td>
<td>50,000</td>
</tr>
<tr>
<td>Innovative solutions piloted</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Investment</td>
<td>R$1.3 Million (USD 433K)</td>
<td>R$7 Million (USD 2.3M)</td>
</tr>
<tr>
<td>Strategic events</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Research / studies supported</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

## IMPACT 2017-2018

- **Brazilian States**: Increased from 3 to 8
- **Communities**: Increased from 15 to 100
- **Allied Organizations**: Increased from 9 to 15
- **Number of beneficiaries**: Increased from 4,222 to 50,000
- **Innovative solutions piloted**: Stays the same at 6
- **Investment**: Increased from R$1.3 Million (USD 433K) to R$7 Million (USD 2.3M)
- **Strategic events**: Increased from 6 to 9
- **Research / studies supported**: Stays the same at 1
Contact: Rodrigo Brito +55 21 969919398
rbrito@coca-cola.com – Skype: rdzbrito
https://www.cocacolabrasil.com.br/institutococacolabrasil
IN THE PAST 13 YEARS
WE REDUCED WATER
CONSUMPTION IN OUR
BREWERIES IN 40%
Sharing our water efficiency knowledge with other companies, influencing an overall water use reduction by the industry sector.
Free online platform with Ambev water management system available to any company:

www.saveh.com.br
**OBJECTIVE:** Share our expertise and know-how on reduction of water use with SMEs and suppliers, creating a positive impact both in water and sustainability.

**WHAT:** Free online platform with Ambev water management system available to any company

**WHAT WE DID:**
- Ambev Water Management System
  - Adapted to fit other industries’ operations
- saveh Water Management Methodology
  - Web Development
- saveh Online and Free

**HOW TO USE IT:**
1. Company Registration
2. Questionnaire & Diagnosis
3. Customized Action Plan
4. Monitor & Share Results

**PARTNERSHIP:**
- Avina
- United Nations Global Compact
- The CEO Water Mandate
- [www.saveh.com.br](http://www.saveh.com.br)
SHARE WATER EXPERTISE

CERTIFICATION

• CDP officially certified SAVEh as one of its recommended tools to suppliers in their CDP Supply Chain Program to improve water efficiency

SUCCESS CASE: AMCOR

• Packaging supplier
• 4 plants using SAVEh
• In over 2 months, 45% of actions started and 18% concluded
• Actions include:
  • Water efficiency training to staffing from meals provider
  • Taskforce group created to reduce water consumption
  • Calibration of watermeters
  • Water inputs and outputs map
Impacto ambiental neutro em três dimensões: água, resíduos e emissão de carbono.
A fábrica de cápsulas NESCAFE® Dolce Gusto é a primeira unidade fabril da Nestlé no mundo a receber a certificação de **impacto ambiental neutro em três dimensões: água, resíduos e emissão de carbono.**
100% dos resíduos são destinados a processos terceirizados de reciclagem, reaproveitamento e compostagem

**0 Resíduos**

883 tons/2017

= 110 trucks

- Reciclando
  - Papel
  - Plástico
  - 353 tons/ano

- Co-processando
  - 168 tons/ano

- Compostando
  - 362 tons/ano

Com as iniciativas, a fábrica evitou que 883 toneladas de lixo fossem para aterros em 2017.
A unidade de Montes Claros neutraliza 100% das suas emissões de gás de efeito estufa por meio de compensações.

0 GHG
180 tons
Co₂ eq./ano
= 40 carros

Zero Ton CO₂ eq./ano
E.E. de fonte Renovável
Refrigerante de amônia

180 Tons CO₂ eq./ano
Torrador de café a gás
Caldeira a óleo de reserva

Neutralização – Créditos de Carbono

GHG Neutro
ZERO
ton/ano
100% da água utilizada na planta vem da água extraída durante o processamento de leite para a produção de leite condensado.

- **0 ÁGUA**: 66.100 m³/ano, = 1500 habitantes
- **EVAPORADOR DE LEITE**
- **Reuso**: + 53.611 m³
- **Nova Planta de Tratamento de Água**
- **Torrador**, **Lavatório**, **Chuveiros**, **Torre de Refrigeração**
- **Água retirada**: ZERO m³/ano

- **Objetivo global da Nestle** reduzir 35% de água por tonelada produzida até 2020;
- **Com reuso da água do leite** é evitada a captura de 66 mil m³ de água por ano;
- **Redução de 70%** do consumo de água/t produzida;
- **Prêmio de Boas Práticas** “Salve o Rio São Francisco”
OBRIGADA!
8th WATER WORLD FORUM
Water Business Day
Menos Perda, Mais Água

Brasília, 18 de março de 2018
Menos Perda Mais Água
Case Sanasa: 1994 – 2017

1994
IPD 37%
IPF 34%

2017
IPD 21%
IPF 11%

Outorga 1994 e 2017

=133 m³

Investimento = R$216 mi

Recurso economizado = R$1 bi
Volume de água economizado SANASA

23 anos programa
477 milhões m³

Ex. Braskem consumo operações Brasil, Alemanha, EUA anual

Braskem 2017
67 milhões m³

Volume economizado pela SANASA em 23 anos garantiria as operações da Braskem por 7 anos
Case Sanasa

1994

- Água = 95%
- Capacidade instalada de tratamento de esgoto = 1,71%

2017

- Água = 99,58%
- Capacidade instalada de tratamento de esgoto = 95%

2020

- Elevar para 50% o nível de tratamento de secundário para terciário
Oportunidades de replicar na bacia PCJ
Obrigado!

- Adriana Lagrotta Leles - adriana.leles@sanasa.com.br
- Mario Pino - mario.pino@braskem.com
AWS STANDARD

World Water Forum 8
Business Day

March 18th, 2018
AWS STANDARD SYSTEM

SIX STEPS

FOUR OUTCOMES

Independent 3rd party certification

Credible claims of meeting best practice

Sustainable water balance

Good water quality

Healthy water-related areas

Good water governance
GLOBAL UPTAKE OF AWS STANDARDS

Sites formally seeking AWS certification

INGHAMS | AUSTRALIA

AWS CERTIFICATION BENEFITS

- Site water efficiency (costs)
- Site water capacity (strategy)
- Community Licence to Operate
- Reputation with customers and public
- Engagement of commercial water users in catchment on shared goals
- Sector leadership and recognition

NESTLE | PAKISTAN

AWS CERTIFICATION BENEFITS

- On site improvements and efficiencies
- Engagement with and investment in catchment communities
- Relationships with regulators
- Public recognition
- Leadership (Nestle aiming for AWS certification at all Pakistan sites)

OLAM | TANZANIA

AWS CERTIFICATION BENEFITS

- Safeguarding business investments
- Reduced risk of regulatory action
- Resilience of value chains
- Improvements in on-site WASH
- Improved water security for >11000 people
- Formation of Water User Association
- Support for national water policy and IWRM

DANPER | PERU

AWS CERTIFICATION BENEFITS

- Validation of on-site performance
- Collective action with peers
- Customer relationships
- Policy influence

AWS Certified sites
Sites formally seeking AWS certification
PRIVATE SECTOR BENEFITS

Site
- Understand water use in catchment context
- Build internal capacity through a step-wise learning framework
- Efficiencies in water and energy use
- Mitigate site water risks
- Engage effectively and build trust with local communities
- Strengthen relationships with regulators
- Save money through all of the above

Corporate
- Demonstrate real leadership in addressing water challenges
- Turn reputational risk into increased brand value
- Certification as proxy for finance & investment
AWS STANDARD AND THE SDGs
Discussion Questions

1. How do your organization’s programs contribute to achievement of SDG6? Which targets do they target?

2. What is the right balance between operational changes vs. watershed and supply chain interventions?

3. What are key elements needed to work with governments and others to improve local water and sanitation conditions?
Panel #2: How Does Corporate Water Stewardship Contribute to the Broader Sustainable Development Agenda?
Water Blueprint – a Sustainable Watershed for All

Iris Tebeka
Leading the Blueprint 2025 Sustainability Strategy Team
2025 SUSTAINABILITY GOALS: LEADING THE BLUEPRINT

We will lead in developing a societal blueprint that integrates public policy solutions, science and technology, and value chain innovation to facilitate the transition to a sustainable planet and society.

Related Videos
Water is Vital

By 2050, the world population will increase to 9.2 billion, with demand for fresh water increasing along with it. When fresh water is so scarce, how do you prioritize the needs of water today while also preserving water for the future? No one can do this alone – we must collaborate in new and meaningful ways to manage water more sustainably.

dow.com/waterblueprint
The problem

Terneuzen, Netherlands

FRESHWATER scarce REGION

Horticulture

Agriculture

Risk of Salinization

TRANSPORT WATER OVER 120 km
(approximately the distance between New York City and Philadelphia)
Collaborative solution

DOW
City of Terneuzen
Evides Water Co.
Municipal Water Board Scheldestromen

- ↓ CO₂ emissions
  - 60,000 tons/year
- ↓ Cost
- ↓ Energy
  - 95% reduction

THE GOAL
END BY YEAR
2020
Join us!

Iris R. Maia Tebeka
MaiaTebeka@dow.com
Workshop 3

Gestão Responsável da Água para o Alcance dos ODS e criação de Valor Compartilhado

Programa Água Brasil
Programa Água Brasil

- Lançado em 2010 - Incorporado à Agenda 30 do Banco do Brasil (2015)
  
  - Parceria entre Banco do Brasil, principal financiador do Agronegócio no Brasil, Agência Nacional de Águas, responsável pela implementação da Política Nacional de Recursos Hídricos (Lei 9433/97), Fundação Banco do Brasil, responsável pelas tecnologias sociais e WWF Brasil, referência global em busca de soluções produtivas sustentáveis;

  - Projetos piloto em Gestão de Recursos Hídricos (aplicação de tecnologias sociais em bacias hidrográficas, recuperação florestal, pagamento por serviços ambientais, tecnologias para recuperação de áreas degradadas);

  - Projetos piloto em Gestão de Resíduos Sólidos;

  - Design de novos produtos com adicionalidades socioambientais
**EIXOS DE ATUAÇÃO**

**EIXO 1**

**Economia Verde - Água e Agricultura**

**Objetivo:** Melhorar a qualidade e ampliar a quantidade das águas e da cobertura da vegetação natural nas micro bacias hidrográficas pilotos do programa, por meio de agricultura sustentável e tecnologias sociais.

**Abordagem externa:**
- Projetos de campo

**Projetos:**
1. Produção de água, recuperação florestal e promoção de práticas agrícolas sustentáveis na sub bacia Pipiripau
2. Produção de água e recuperação florestal e promoção de práticas agrícolas sustentáveis na bacia do córrego Guariroba
3. Produção de água e recuperação florestal e promoção de práticas agrícolas sustentáveis na bacia do rio Descoberto
4. Produção de água, recuperação florestal e promoção de práticas agrícolas sustentáveis na bacia do rio Peruaçu
EIXOS DE ATUAÇÃO

**EIXO 2**
Economia Verde - Estudos e Ferramentas

**Objetivo:** Desenvolver modelos de negócios inovadores voltados para o fomento da Economia Verde e aperfeiçoar os critérios socioambientais utilizados nos processos de financiamento e investimento do Banco do Brasil, contribuindo para a redução de risco e impactos socioambientais.

**Abordagem externa:**
- Modelos de Negócio
- Diretrizes Socioambientais
- Ferramentas e Indicadores

**Projetos:**
1. Recuperação Florestal em Largura Escala
2. Solução financeira inovadora em energia renovável e eficiência energética
3. Solução financeira inovadora para promover eficiência hídrica no Brasil
4. Solução financeira inovadora para promover manejos de floresta nativa na Amazônia
5. Mitigação de riscos socioambientais para 5 setores e 10 commodities

**EIXO 3**
BB ECOeficiente

**Objetivo:** Mobilizar o funcionário BB para a causa tendo como base suas atividades e seu ambiente de trabalho, com ênfase no fortalecimento do Programa de Ecoeficiência do BB.

**Abordagem interna:**
- Contribuição de Desenvolvimento Sustentável nas dependências do Banco do Brasil
- Educação / Cultura
- Reconhecimento e Disseminação de Melhores Práticas

**Abordagem externa:**
- Desenvolvimento e divulgação de guia de ecoeficiência para instituições financeiras

**Projeto:**
12. BBECoefficiência
<table>
<thead>
<tr>
<th>PRINCIPAIS RESULTADOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portal de Eficiência Energética e Hídrica - internet BB;</td>
</tr>
<tr>
<td>Desenvolvimento de calculadora para simulação dos custos de financiamento e implementação da energia fotovoltaica;</td>
</tr>
<tr>
<td>Estudo de recuperação florestal com foco no Programa ABC;</td>
</tr>
<tr>
<td>Customização de ferramenta para identificação de soluções de eficiência hídrica em processos produtivos e de consumo, apresentando as respectivas linhas de crédito e financiamento do BB;</td>
</tr>
<tr>
<td>Estudo de Manejo Florestal Madeireiro de Florestas Nativas da Amazônia;</td>
</tr>
<tr>
<td>Diretrizes de Sustentabilidade para o Crédito – Setores: Transporte, Petróleo &amp; Gás, Construção Civil, Mineração, Agronegócio, Energia Elétrica, Agricultura Irrigada. Papel &amp; Celulose;</td>
</tr>
<tr>
<td>Modelo de recuperação de baixo custo para APP em parceria com a Renova;</td>
</tr>
<tr>
<td>Workshops com especialistas para análise dos Critérios Socioambientais para Commodities: soja, milho, algodão, arroz e eucalipto;</td>
</tr>
<tr>
<td>Workshop sobre Oportunidades Negocias do Financiamento Verde;</td>
</tr>
<tr>
<td>Pesquisa Instituto DATAFOLHA com o objetivo de mapear potencial da demanda por energia fotovoltaica no Brasil;</td>
</tr>
<tr>
<td>Capacitação de Assessores de Agronegócio nas metodologias Supply Risk Analysis e The 2050 Criteria.</td>
</tr>
<tr>
<td>Vídeos de Eficiência Energética e Hídrica para veiculação na internet e intranet.</td>
</tr>
</tbody>
</table>
Obrigado!

Banco do Brasil
Diretoria Estratégia e Organização - Divisão Economia Verde

economiaverde.direo@bb.com.br

+55(61)3493-1829
Cheryl HICKS
Executive Director & CEO
The Sanitation Economy links 3 distinct areas for business and societal benefit:

- **THE TOILET ECONOMY**
  - Smart Sustainable Sanitation Business Solutions
  - Improved Product Design & Logistics
  - Public Health

- **THE CIRCULAR SANITATION ECONOMY**
  - Advanced Water Recycling
  - Waste Management
  - Bioremediation

- **THE SMART SANITATION ECONOMY**
  - Internet of Things
  - Machine Learning
  - Smart Sensors

The Sanitation Economy aims to create a holistic approach to sanitation that benefits both businesses and society through innovation and sustainable practices.
Why The Sanitation Economy?
NEW BUSINESS LENS FOLLOWS THE $$$
NEW VALUE - REVENUE GENERATING -
INVESTMENT OPPORTUNITIES

The Sanitation Economy presents an alternative
development pathway & important role for business
SANITATION IS EVERY BUSINESS’S BUSINESS.
Sanitation becomes a solution provider for sectors & governments

- Global water gap of 40%
- China, the USA and India will account for 2/3rds of global renewable energy expansion to 2022
- Nutrient deficits are affecting food chains and agriculture
- The global (IoT) healthcare market is estimated to grow to USD $163.2B by 2020
Businesses capture significant benefits:

1. Access to emerging market consumer base
2. Competitive Advantage
3. Contribution to sustainability targets
   - Reducing costs, access to new resources
4. Access to new data & information
New evidence for the economic case
CALL TO ACTION

1 Mitigate Sanitation Risks
   Understand your company's exposure to the risks of poor sanitation

2 Provide Sanitation Access
   Ensure access to sanitation for employees, including supply chains

3 Choose your Sanitation Economy Strategies
   Choose the areas of the Sanitation Economy where your company can add value and create new business opportunity

4 Collaborate
   Collaborate with the business leaders, entrepreneurs and innovators of the Toilet Board Coalition to create robust ecosystems for your Sanitation Economy strategies

5 Lead
   Be an advocate for accelerating the Sanitation Economy with business partners, governments and stakeholders
Download at: www.toiletboard.org
**SDC Global Programs**
- Water
- Climate Change and Environment
- Food Security
- Health
- Migration

**In the Andes**

**SDC Global Program Water**

**SDC Global Programme Climate Change and Environment**
Linkages between water stewardship and climate change
Public-private development partnership in the water and sanitation sector in Peru

Successes

1. el agua nos une
   SuizaAgua América Latina

2. Proyecto Fijado
   SuizaAgua Colombia
   Alianza público-privada para la mediación, reducción y divulgación del uso hídrico.

Carbon Footprint

Corporate water footprint
- Reduce and manage water-related impacts using a life cycle approach (water footprint - ISO 14046)
- Value chain engagement: Engage suppliers and consumers in reducing impacts on water
- Measurment collective actions: Engage stakeholders to jointly develop actions for sustainable water management and protection of ecosystems
Water security: Joint planning and multipurpose use of the basin's shared water resources to ensure the availability, accessibility and resolution of conflicts.

### Challenges

1. Scaling-up of best practices within companies, in the supply chain + watershed
2. Watershed management: multi-actor governance structure
3. Transparency: information sharing between actors / trust
4. Financing of joint plans
SDG 6 - a basis for actions
Many opportunities in one territory – zoom on watershed

1. Activities of Protection and conservation of forest or wetlands = CO2 offset project

2. Drive change of farmers towards water-smart innovations / new irrigation systems = increase of productivity, regenerative agriculture

3. Reduce water use in our Operations/Waste water re-use opportunity
For which benefits?

With a potential of 3 MtCO2e Carbon Sequestration in the Soil per year, we could answer from 1/4th to 1/3rd of our needs in carbon reduction.

By increasing soil health, water consumption could drop by up to 30% and we could gain in groundwater quality and water conservation.

Health benefits by providing access to safe drinking water, ensuring provision of a basic need.
Thank you!

The CEO Water Mandate