



The CEO **Water** Mandate



Rede Brasil

Water Stewardship to Advance the SDGs & Create Shared Value

**Water Business Day, World Water Forum 8
Brasilia, March 2018**

The SDGs 101



The CEO **Water** Mandate

SDG6: Clean Water and Sanitation



6.1 safe and
affordable
drinking water

6.3 water
quality and
pollution
prevention

6.5 integrated
water
resources
management

6.a cooperation
and capacity-
building

6.2 sanitation
and hygiene

6.4 efficiency
and
sustainable
withdrawals

6.6 water-
related
ecosystems

6.b participation
of local
communities



The CEO **Water** Mandate

SDG6: Interlinkages

Source: UN-Water, 2016

Dedicated Water Goal



Directly Related



Indirectly Related



WORKING IN ISOLATION is not only an outdated idea, but also infeasible.

Interconnections among goals are by design

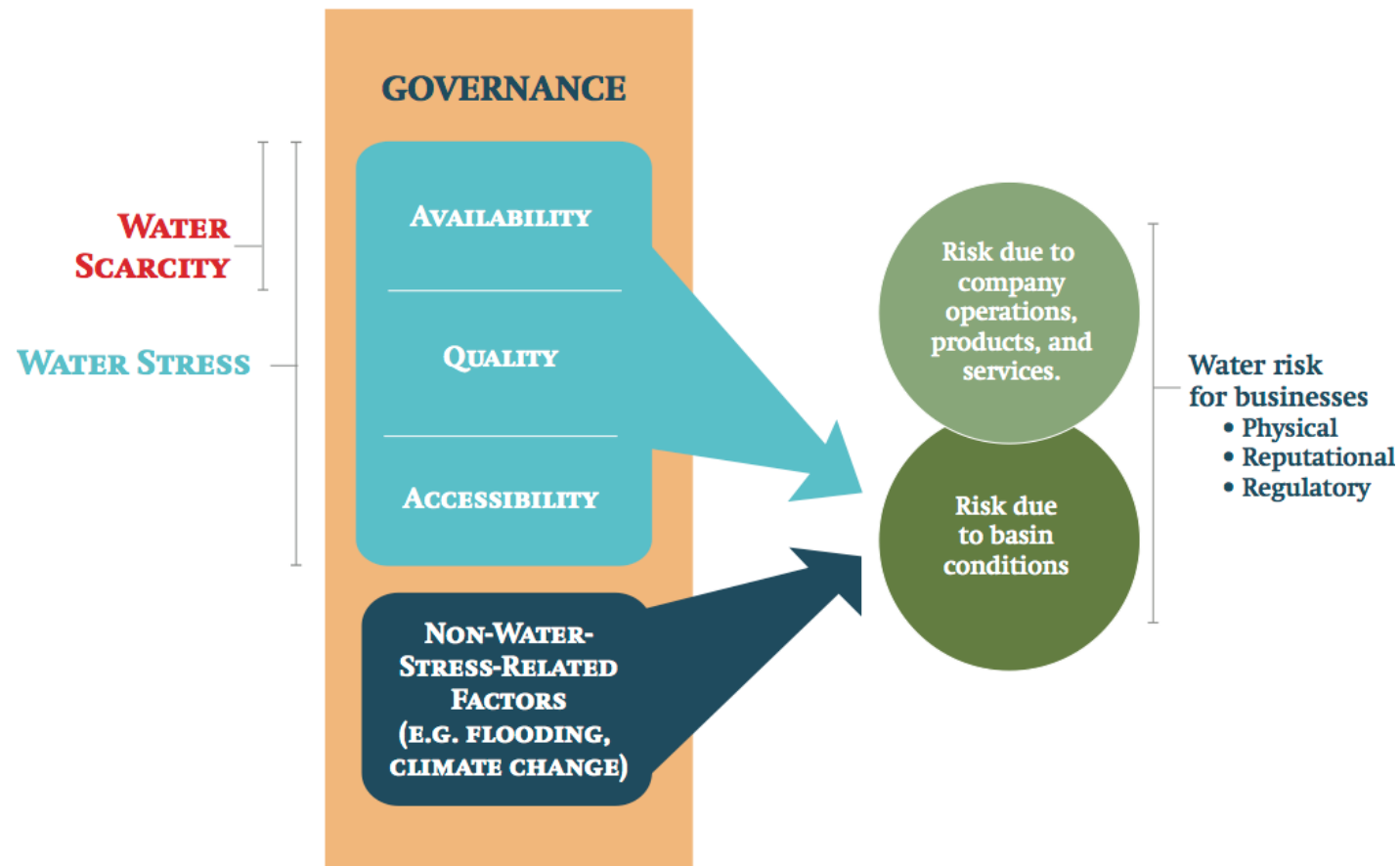


The CEO **Water** Mandate

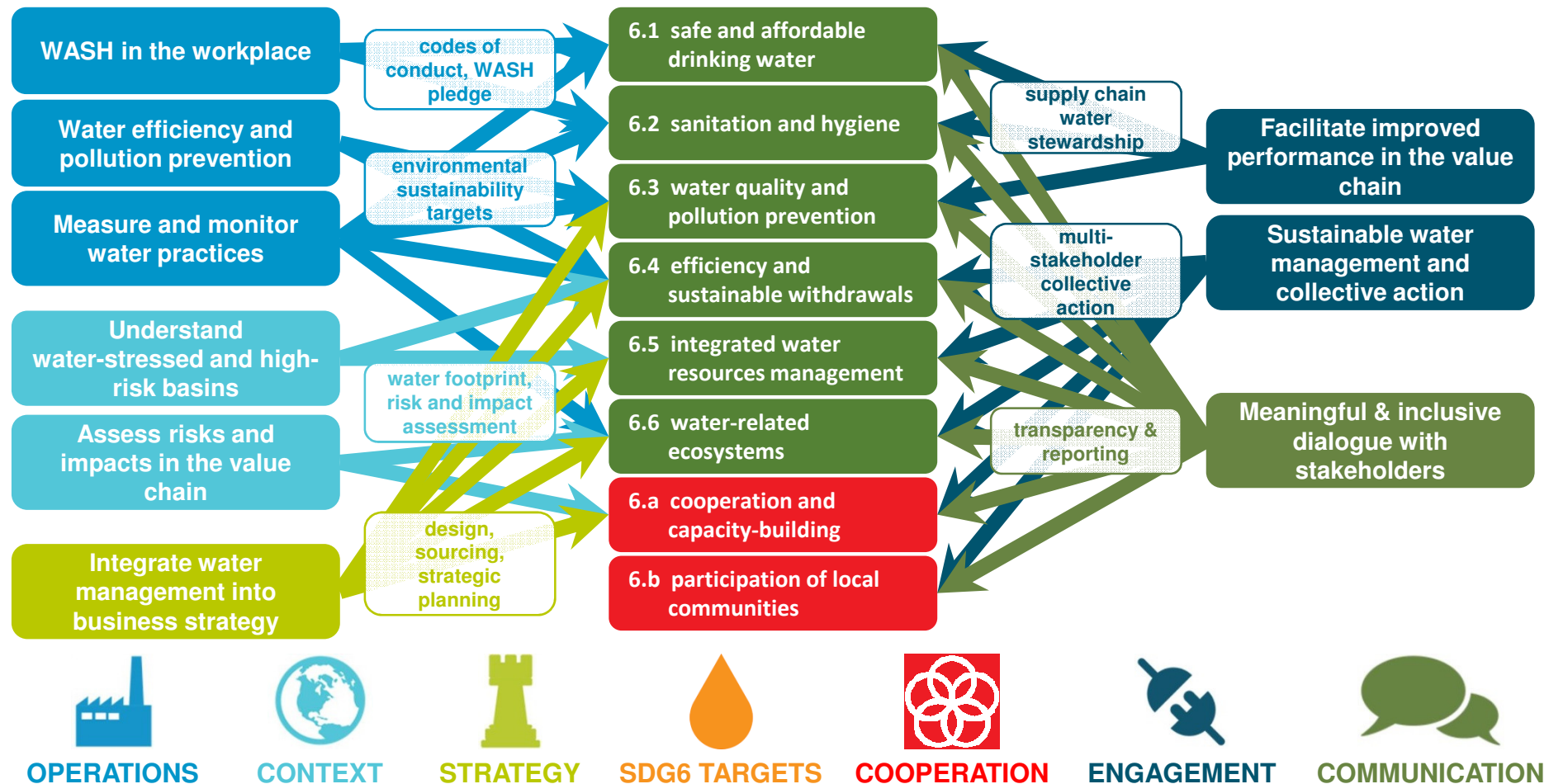
So, what can the private sector do?

The short answer: water stewardship

Stewardship Addresses Water Security



The Long Answer: Corporate Water Stewardship and SDG6 Targets



Aligning Collective Action to SDGs



SUSTAINABLE DEVELOPMENT GOALS



The CEO **Water** Mandate

Thank you!

Jason Morrison

Pacific Institute / CEO Water Mandate

jmorrison@pacinst.org / [@JasonMorrison49](https://twitter.com/JasonMorrison49)



The CEO **Water** Mandate



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Panel #1:

Water Stewardship's Contributions to Sustainable Development



instituto
Coca-Cola Brasil

WATER+ ALLIANCE



WATER AND COCA-COLA BRASIL

instituto
Coca-Cola Brasil



+EFICIENCY

- Reduction in the volume of water used for production – 1,7 liters of water per liter of product
- Water reuse e recycling
- Innovations to reduce water consumption in agriculture - Agrosmart

Coca-Cola
Brasil



+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.

Coca-Cola
Brasil



+ACCESS

instituto
Coca-Cola Brasil



35 million

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

IBGE

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)



Grants and infrastructure are not enough



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.

Together we go further

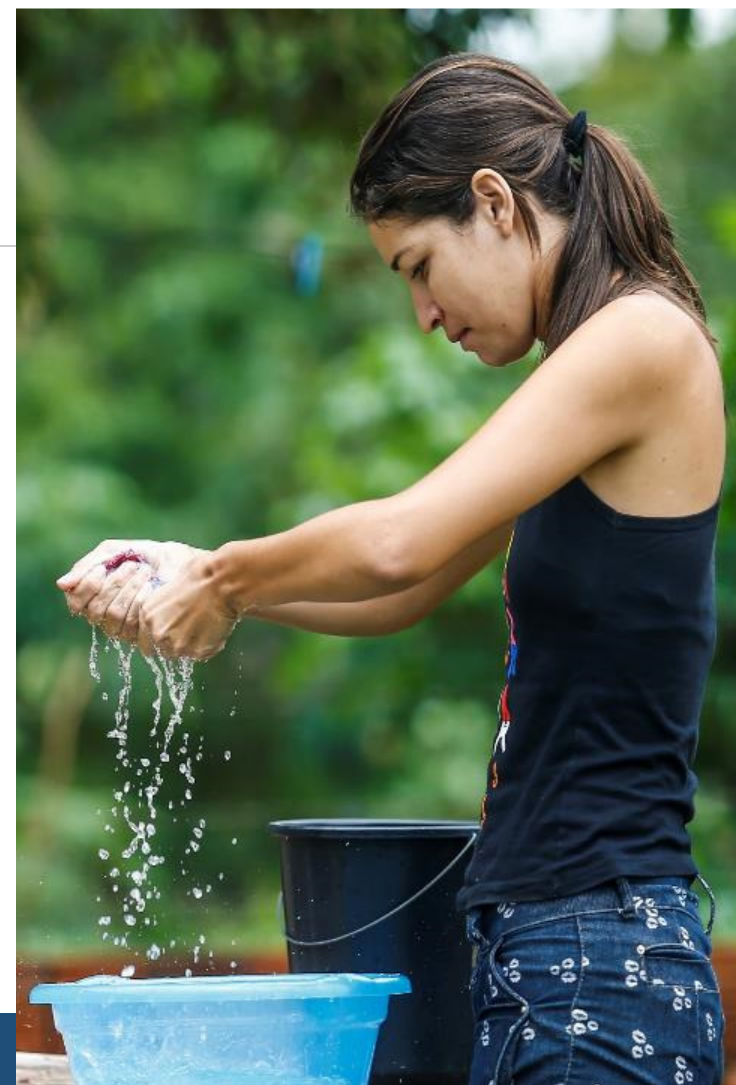
An intersectoral alliance that leverages know-how, contacts and resources and contributes to the formation of a Brazilian network of access to water organizations.

A lasting impact

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

Contribute, not substitute

Contribute to the agenda, governments and public policies related to access to water with new models, innovative solutions and strengthened organizations.



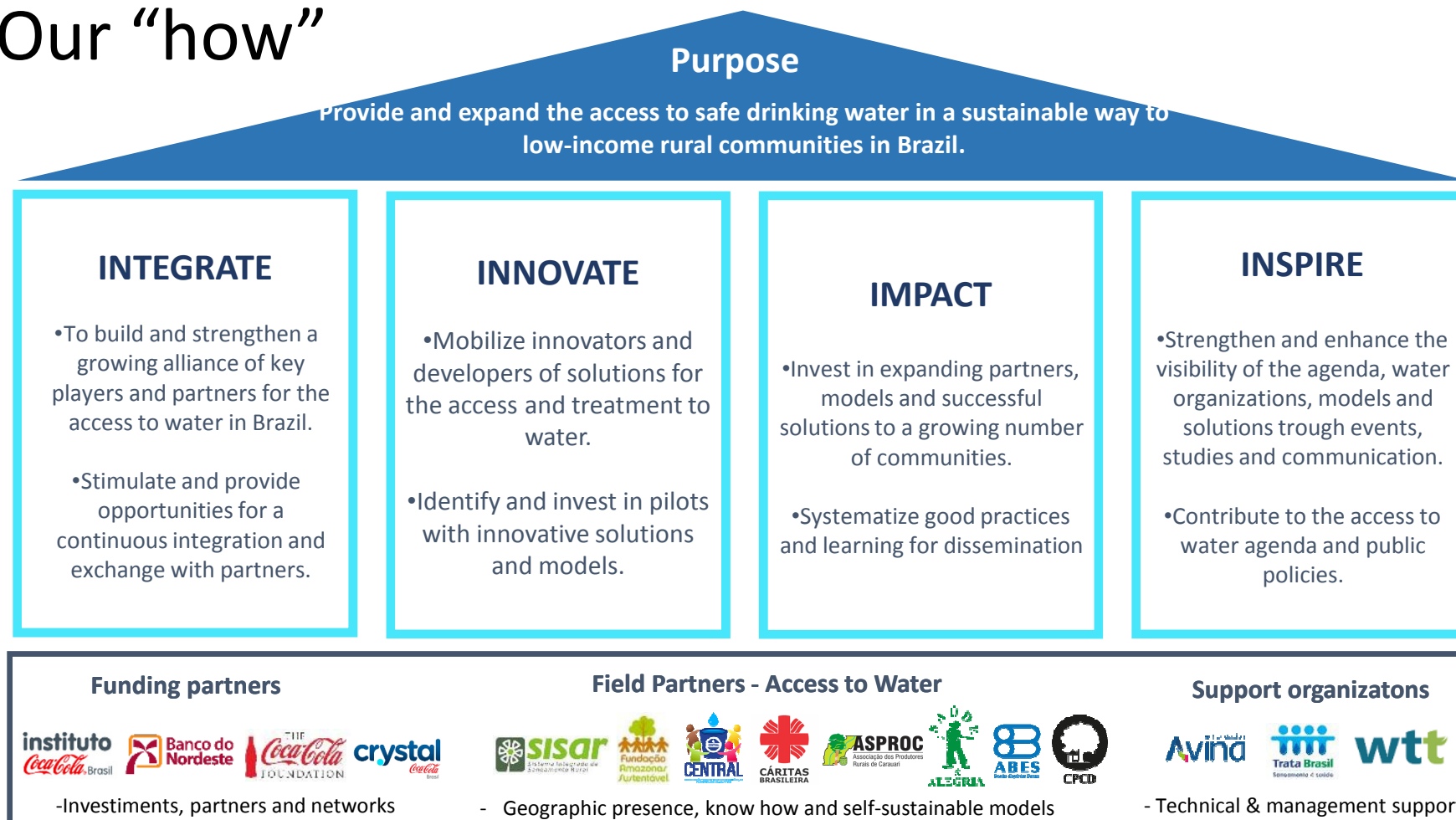


Water+ Alliance

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



Our “how”

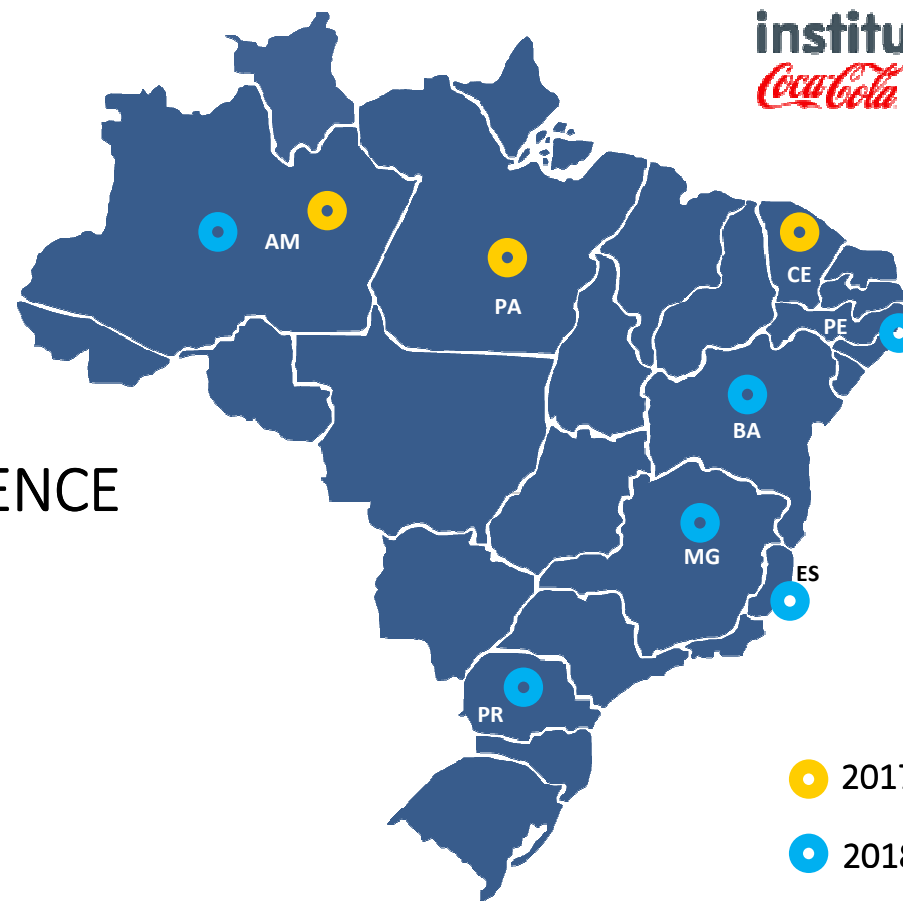




+PARTNERS & PRESENCE



instituto
Coca-Cola Brasil



● 2017

● 2018

INTEGRATE



1 - Participative Diagnosis and definition of 9 main water challenges faced by communities and water organizations

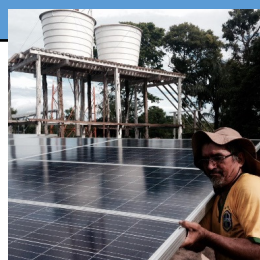
2 – National “Open Call for Water Innovations” – 114 technological solutions assessed

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

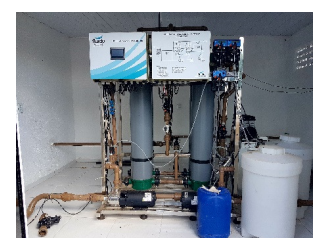
BRO3 Ozone System



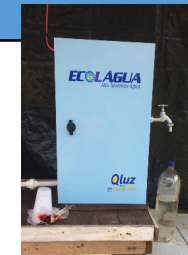
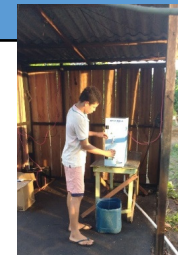
Hybrid Solar Energy System



Ultra-filtration process



Water Pump+Treat System



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 tank 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



May17: 1º Brazilian Conference on Community Water Organizations



Jun17: Water Innovation Conference - Ceará



Jul17: Sustainable innovations for Amazon Forum



Nov17: Latin American Meeting Community Water Organizations - México – 18 countries



Dec17: Workshop with World Bank, Avina and 15 investors / agencies



INSPIRE – Promoting the Access to Water Agenda




Water+ Numbers	2017	2018
Brazilian States	3	8
Communities	15	100
Allied Organizations	9	15
Number of beneficiaries	4.222	50.000
Innovative solutions piloted	6	8
Investment	R\$1.3 Million (USD 433K)	R\$7 Million (USD 2.3M)
Strategic events	6	9
Research / studies supported	1	1

IMPACT 2017-2018

A close-up photograph of a person's hand held palm-up, with water dripping from the fingers into a black basin below. The background is blurred, showing green foliage and a white wall.

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<https://www.cocacolabrazil.com.br/institutococacolabrazil>



IN THE PAST 13 YEARS
WE REDUCED **WATER**
CONSUMPTION IN OUR

BREWERIES IN 40%



BUT WE WANTED TO DO MORE....



Sharing our water efficiency
knowledge
with other companies,
influencing an overall water
use reduction by the industry
sector



SHARE WATER EXPERTISE



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

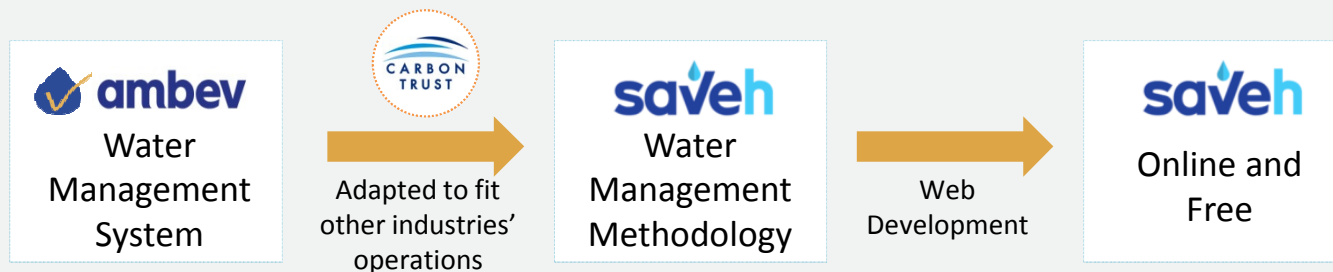
www.saveh.com.br



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:



HOW TO USE IT:



PARTNERSHIP:



www.saveh.com.br



ambev

SHARE WATER EXPERTISE

CERTIFICATION

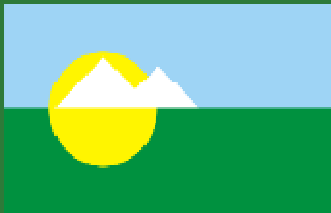


- CDP officially certified SAVEh as one of its recommended tools to suppliers in their CDP Supply Chain Program to improve water efficiency

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.

Março/2018



A fábrica de cápsulas NESCAFÉ® 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.*



O certificado foi emitido pela Intertek Group, empresa especializada em inspeções e certificações, após processo de auditoria realizado na unidade em 2016 e 2017.



100% dos resíduos são destinados a processos terceirizados de reciclagem, reaproveitamento e compostagem

0 Resíduos



883 tons/2017

= 110 trucks

Reciclando
353
tons/ano



Papel

Plástico



Co-processando
168
tons/ano




recuperação de energia em
parceria com indústria de cimento

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
CO₂eq./ano
= 40 carros

Zero Ton CO₂eq./ano

E.E. de fonte Renovável
Refrigerante de amônia

180 Tons CO₂eq./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**
66.100m³/ano
= 1500 habitantes



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



Pacto Global
Rede Brasil



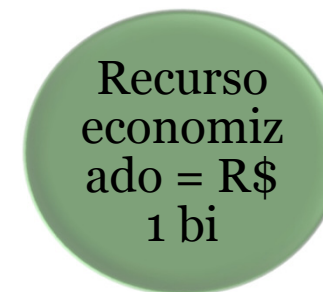
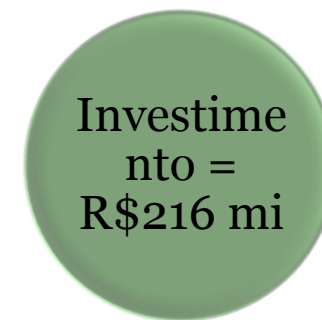
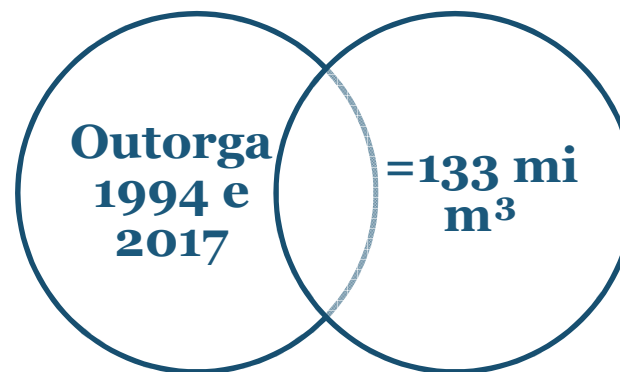
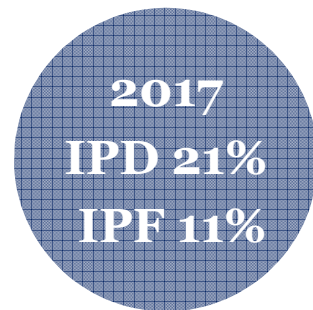
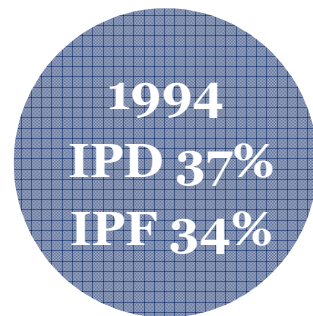
Menos Perda Mais Água



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Case Sanasa: 1994 – 2017



Impacto Positivo – Negócio

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

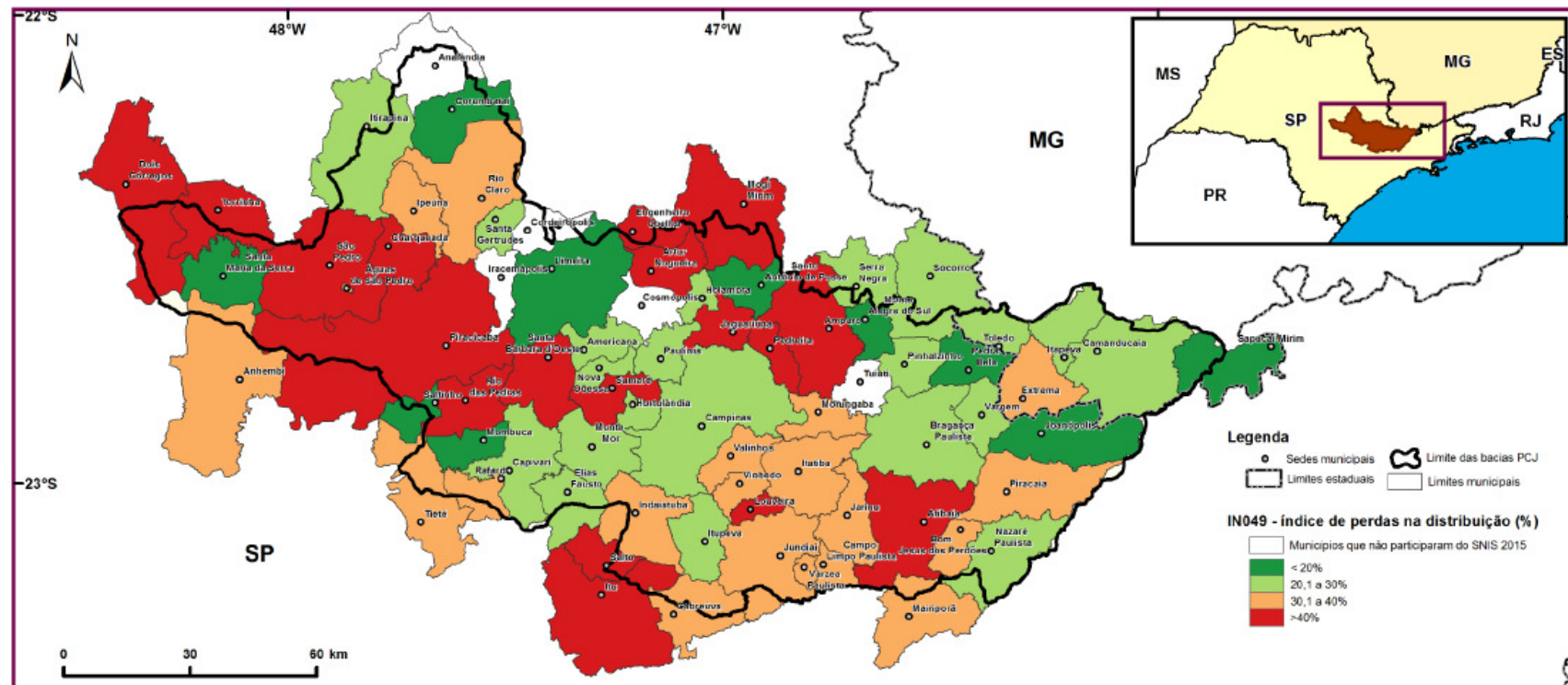
- Elevar para 50% o nível de tratamento de secundário para terciário



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Oportunidades de replicar na bacia PCJ



Obrigado!

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



Pacto Global
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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

NESTLE | PAKISTAN

OLAM | TANZANIA

INGHAMS | AUSTRALIA
S CERTIFICATION BENEFITS



AV

- S
- R
- R
- In
- In
- F
- S



DANPER | PERU AWS CERTIFICATION BENEFITS

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

public
er users in
on



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?



The CEO **Water** Mandate





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Panel #2:
**How Does Corporate Water
Stewardship Contribute to the
Broader Sustainable Development
Agenda?**

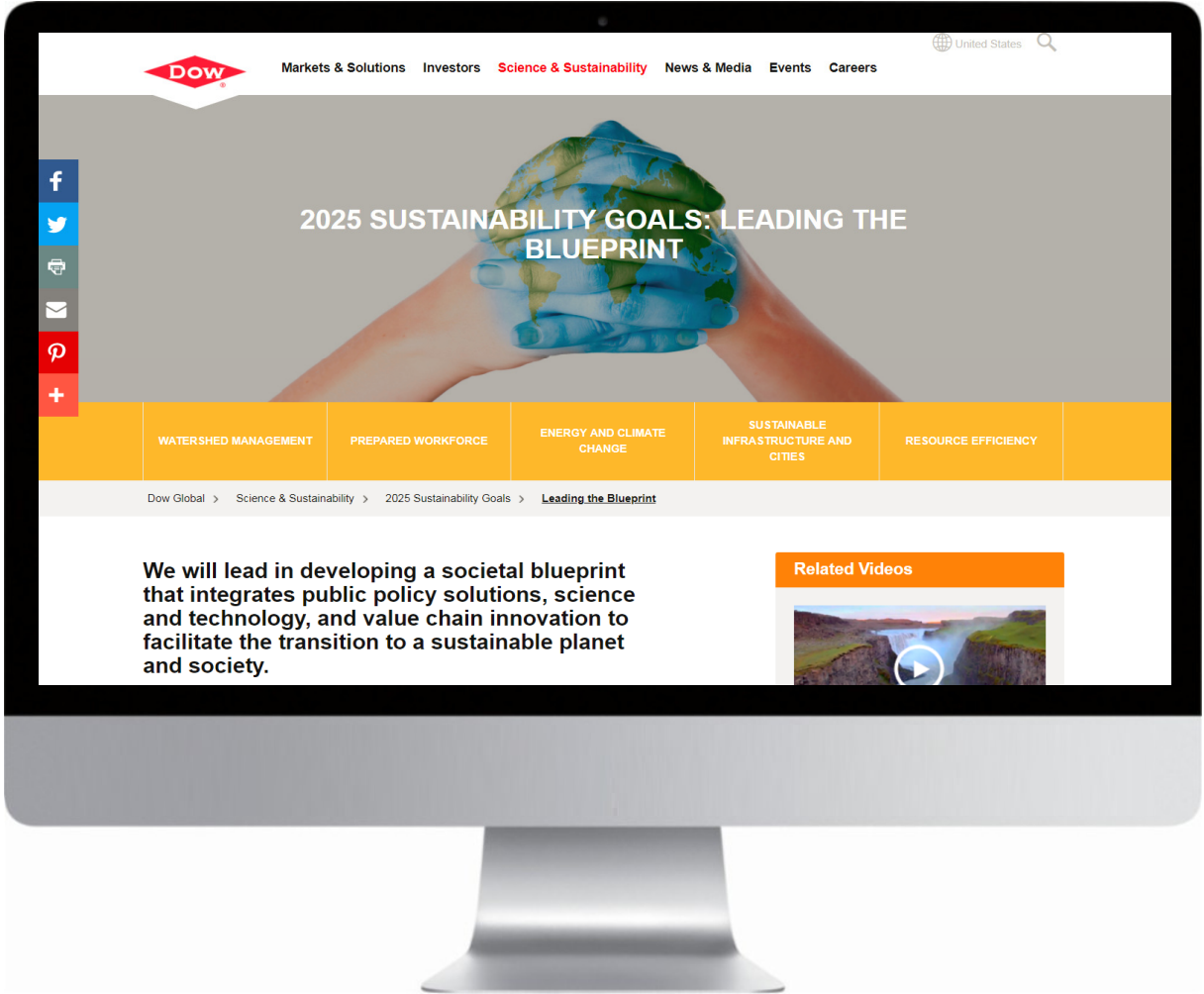


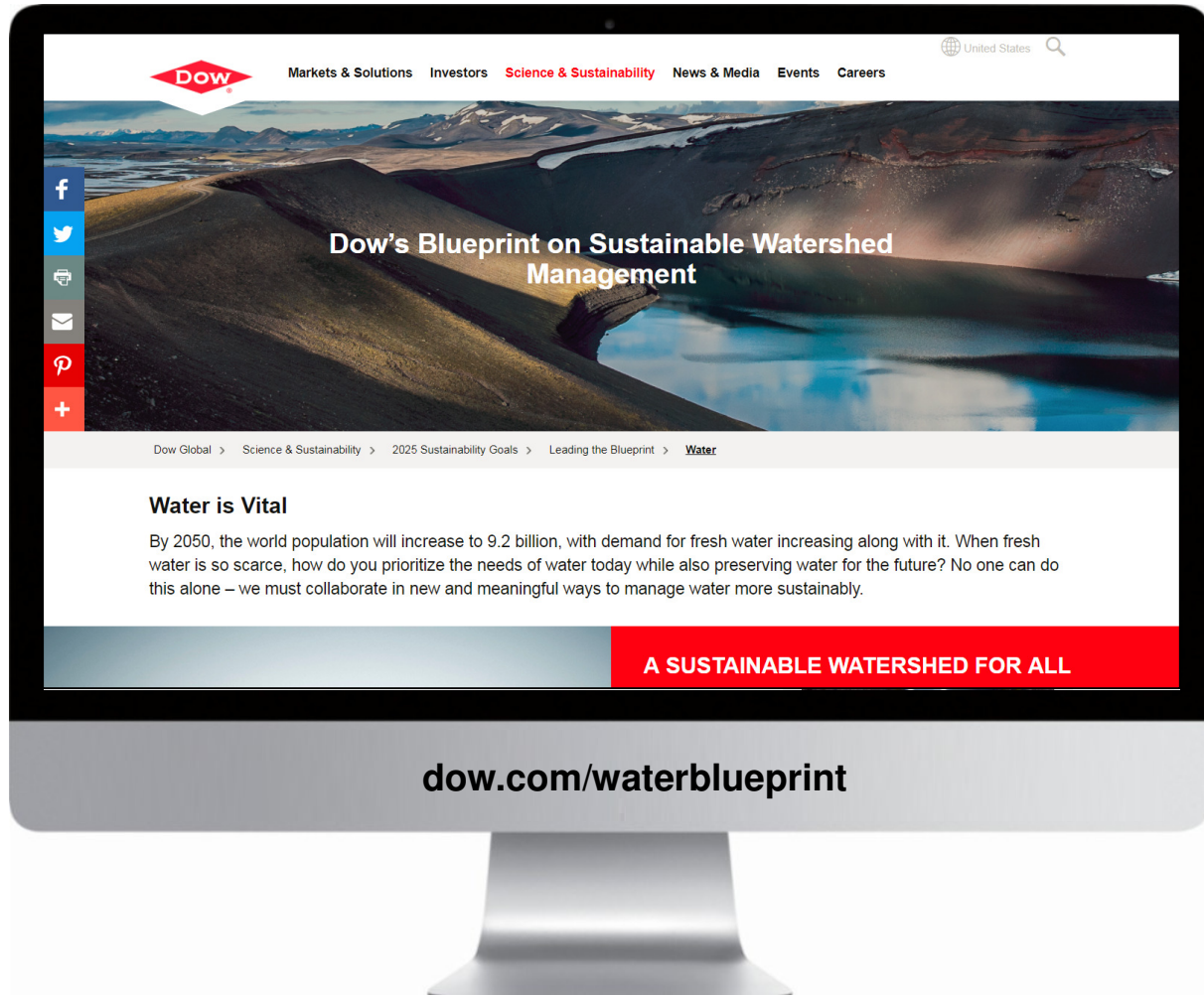
Water Blueprint – a Sustainable Watershed for All



Iris Tebeka

Leading the Blueprint 2025 Sustainability Strategy Team



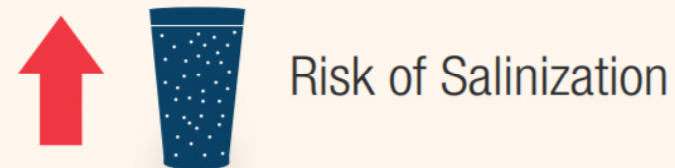
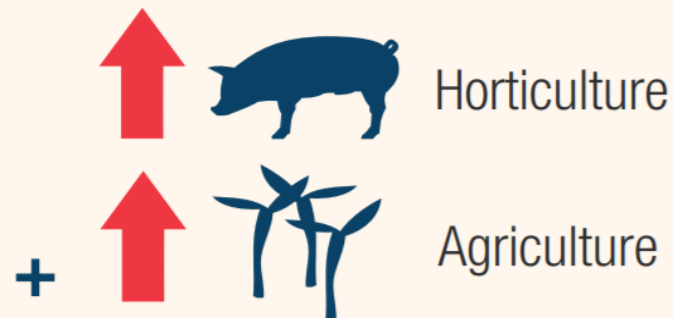


The problem

Terneuzen,
Netherlands



FRESHWATER
scarce
REGION



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 – Parceria BB, FBB, ANA, WWF 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 Pípiripau
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:

6. Recuperação Florestal em Larga Escala
8. Solução financeira inovadora em energia renovável e eficiência energética
9. Solução financeira inovadora para promover eficiência hídrica no Brasil
10. Solução financeira inovadora para promover manejo de floresta nativa na Amazônia
11. Mitigação de riscos socioambientais para 8 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. BBEcoeficiente



PRINCIPAIS RESULTADOS

Portal de Eficiência Energética e Hídrica - internet BB;

Estudo de recuperação florestal com foco no Programa ABC;

Estudo de Manejo Florestal Madeireiro de Florestas Nativas da Amazônia;

Modelo de recuperação de baixo custo para APP em parceria com a Renova;

Workshop sobre Oportunidades Negociais do Financiamento Verde;

Capacitação de Assessores de Agronegócio nas metodologias *Supply Risk Analysis* e *The 2050 Criteria*.

Desenvolvimento de calculadora para simulação dos custos de financiamento e implementação da energia fotovoltaica;

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;

Diretrizes de Sustentabilidade para o Crédito – Setores: Transporte, Petróleo & Gás, Construção Civil, Mineração, Agronegócio, Energia Elétrica, Agricultura Irrigada. Papel & Celulose;

Workshops com especialistas para análise dos Critérios Socioambientais para Commodities: soja, milho, algodão, arroz e eucalipto;

Pesquisa Instituto DATAFOLHA com o objetivo de mapear potencial da demanda por energia fotovoltaica no Brasil;

Vídeos de Eficiência Energética e Hídrica para veiculação na internet e intranet.





Obrigado!

Banco do Brasil

Diretoria Estratégia e Organização - Divisão Economia Verde



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TOILET

BOARD COALITION

Cheryl HICKS
Executive Director & CEO



 **Kimberly-Clark**



WSUP
Water & Sanitation
for the Urban Poor



TATA TRUSTS



LIXIL
Link to Good Living

Firmenich

brac



WaterAid



CI
Confederation of Indian Industry



 **THE WORLD BANK**
IBRD • IDA | WORLD BANK GROUP

Why The Sanitation Economy ?

**Short cut
to Toilets**

TOILET
BOARD COALITION



NEW BUSINESS LENS FOLLOWS THE \$\$\$ NEW VALUE - REVENUE GENERATING - INVESTMENT OPPORTUNITIES

The Sanitation Economy presents an alternative
development pathway & important role for business

TOILET
BOARD COALITION

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

WATER



SANITATION



HEALTH



WASTE



FMCG



ENERGY



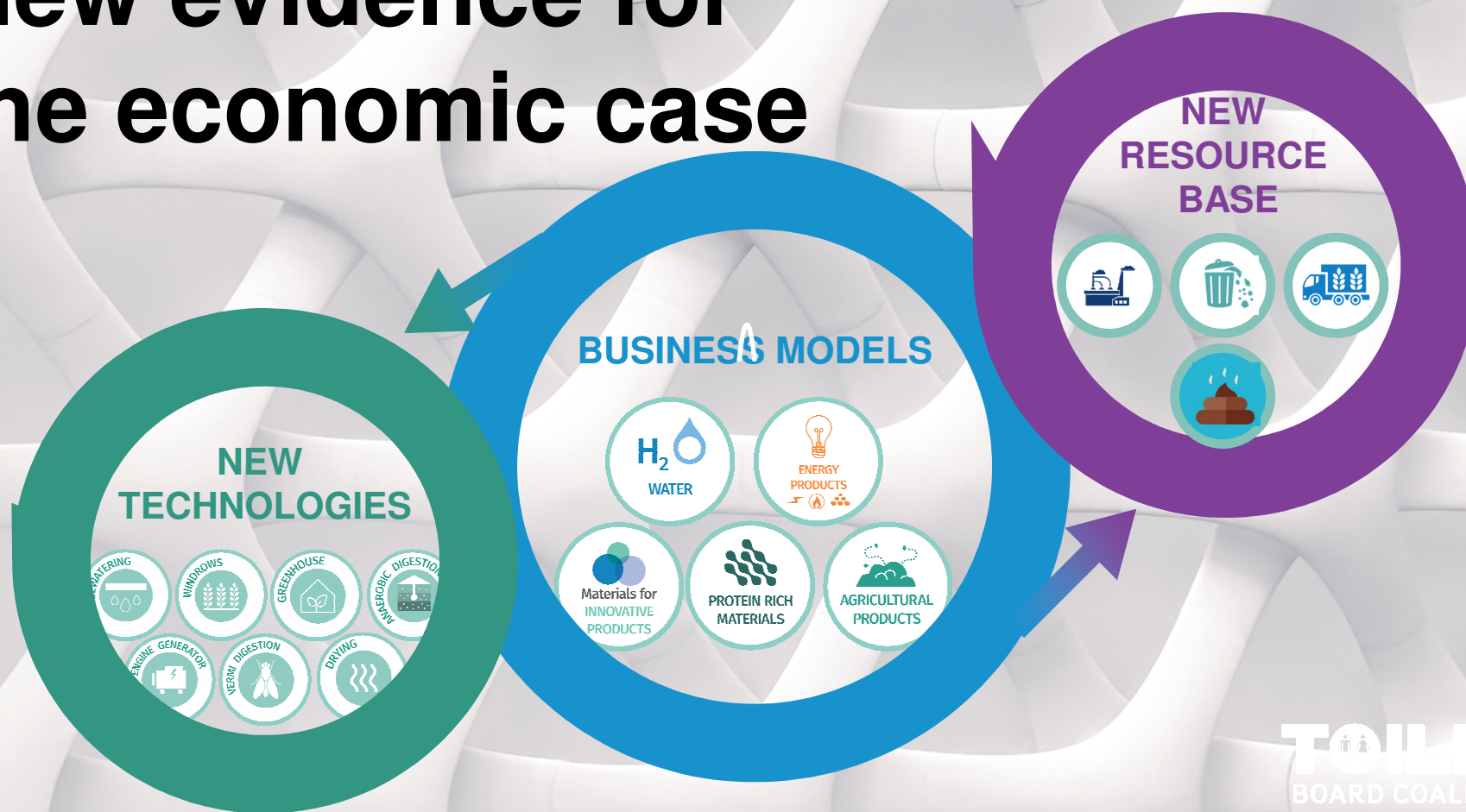
FOOD/
AGRICULTURE



Businesses capture significant benefits:

1. Access to emerging market consumer base
2. Competitive Advantage
3. Contribution to sustainability targets
4. Reducing costs, access to new resources
5. 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

OUR KNOWLEDGE SHARING



Download at: www.toiletboard.org



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

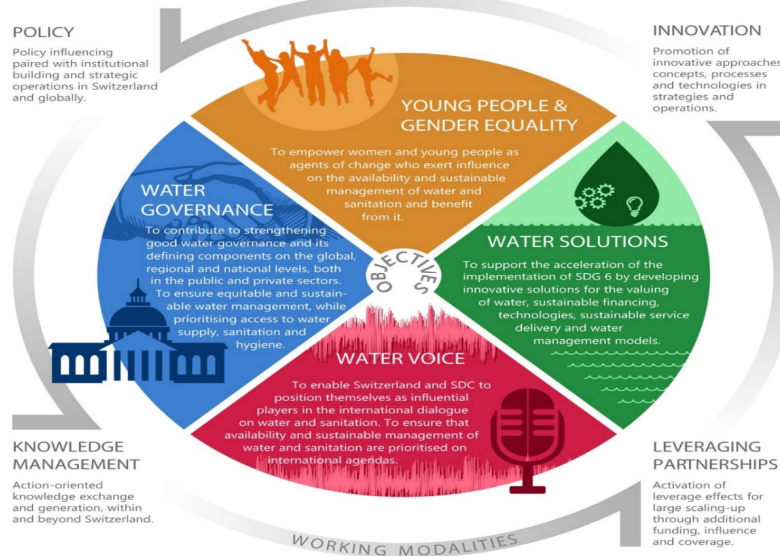
Swiss Agency for Development
and Cooperation SDC

SDC Global Programs

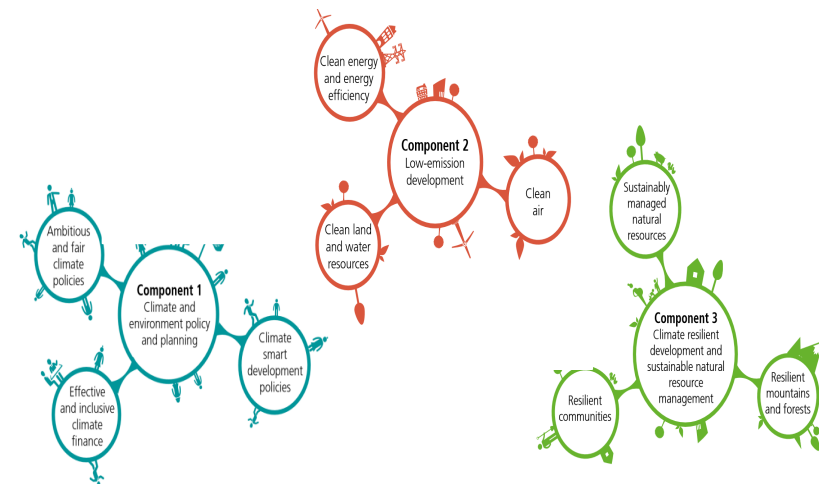
- Water
- Climate Change and Environment
- Food Security
- Health
- Migration

In the Andes

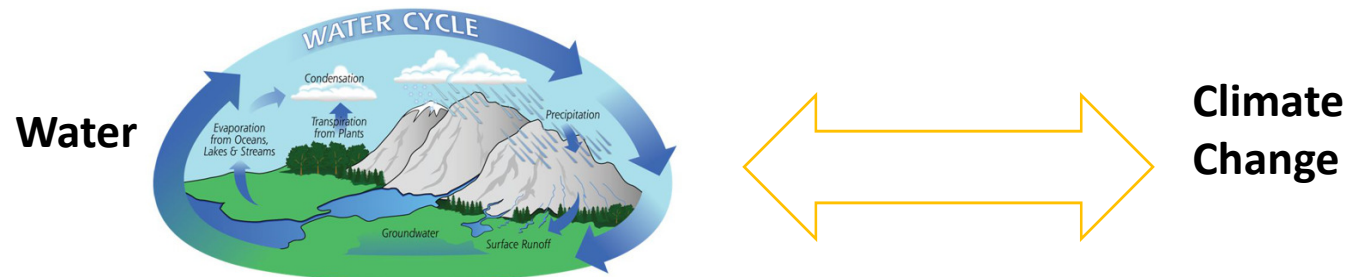
SDC Global Program Water



SDC Global Programme Climate Change and Environment

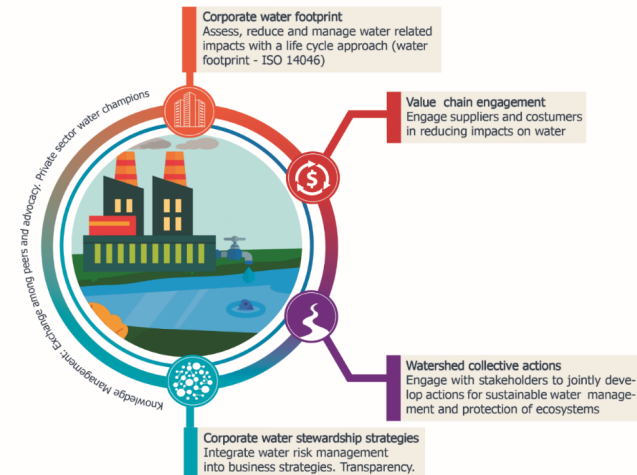


Linkages between water stewardship and climate





Successes



2

Public-private development partnership in the water and sanitation sector in Peru





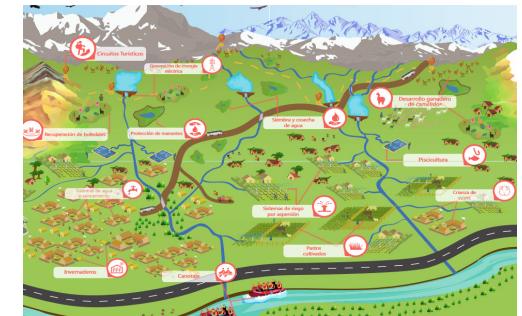
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC



3

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

 **SUSTAINABLE DEVELOPMENT GOALS**

The United Nations has developed 17 goals to transform our world by 2030. The goal number 6 is dedicated to water and sanitation. The SDGs highlight the necessity to adopt a context-based approach that is designed with relevant stakeholders. At Danone we wish to contribute to this international agenda and we know that the only way forward is to co-create resilient solutions, working with our employees, partners, local stakeholders and consumers to support UN efforts to secure this vital resource.

INTEGRATED RESOURCES MANAGEMENT / WATER RELATED ECO-SYSTEMS	WATER USE AND SCARCITY	WASTEWATER AND WATER QUALITY	DRINKING WATER / SANITATION AND HYGIENE
			
By 2030, implement integrated water resources management at all levels, including through transboundary cooperation as appropriate. By 2030, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes	By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity	By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally	By 2030, achieve universal and equitable access to safe and affordable drinking water for all. By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations

OUR PILLARS AT DANONE



WATER RESOURCES & ECOSYSTEMS

We protect and restore our watershed and natural ecosystems where we operate, especially in water-stressed areas.



WATER IN AGRICULTURE

At Danone we work with farmers, agricultural communities and our key suppliers to develop and promote sustainable agricultural practices that maximize water efficiency and preserve its quality.



WATER IN OPERATIONS

We reduce water use in operations and return all wastewater to natural ecosystems clean vs. strict water discharge threshold defined by Danone Clean Water Standards



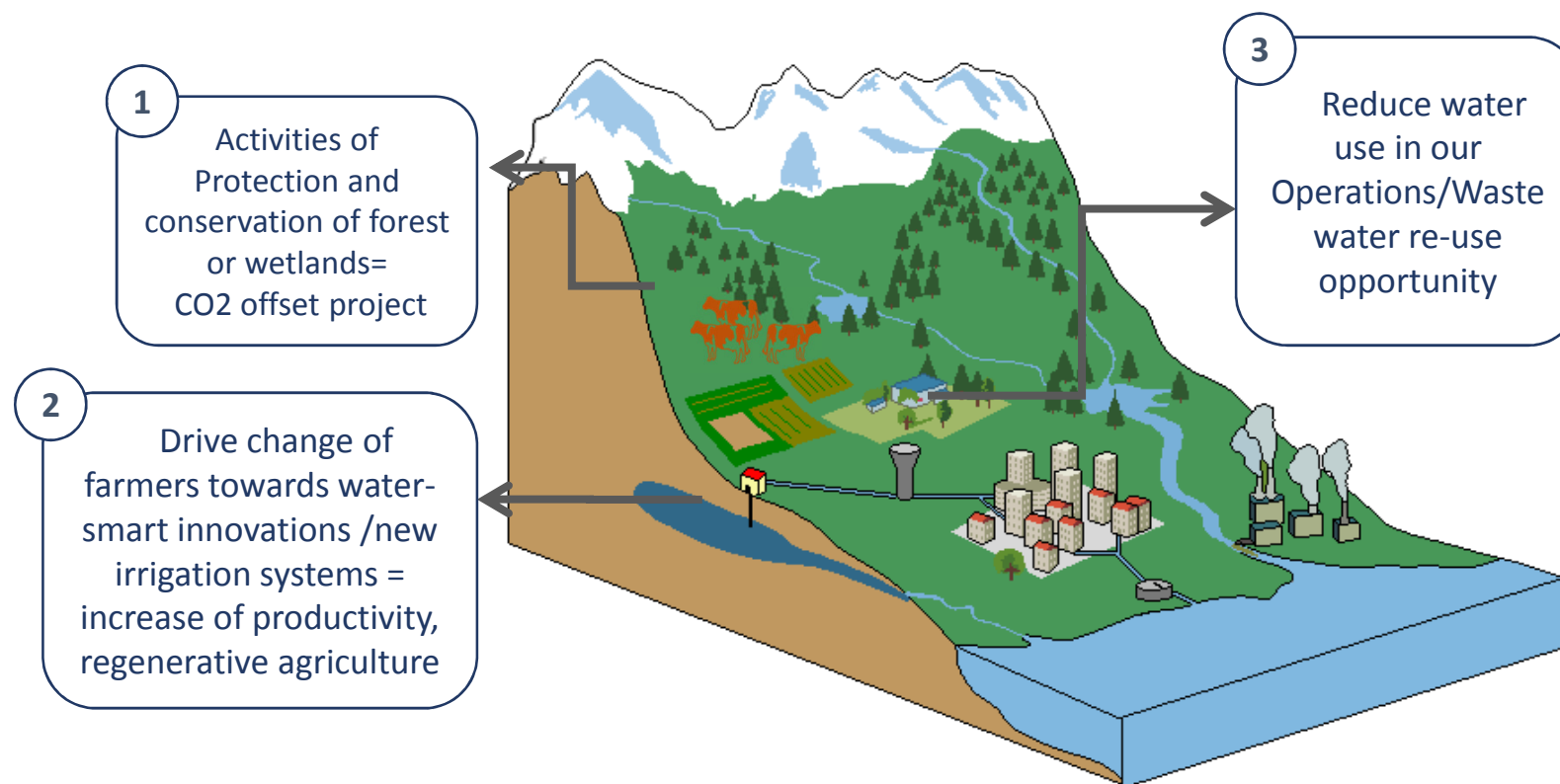
WATER ACCESS

We expand access to safe drinking water and sanitation through innovative business models co-operated by local communities.



DANONE ONE PLANET. ONE HEALTH

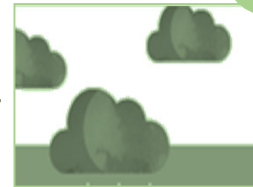
Many opportunities in one territory – zoom on watershed



DANONE ONE PLANET. ONE HEALTH

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



H₂O



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

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



DANONE ONE PLANET. ONE HEALTH

Thank you!



The CEO **Water** Mandate



Rede Brasil