

What are the benefits of a water stewardship program and for whom?



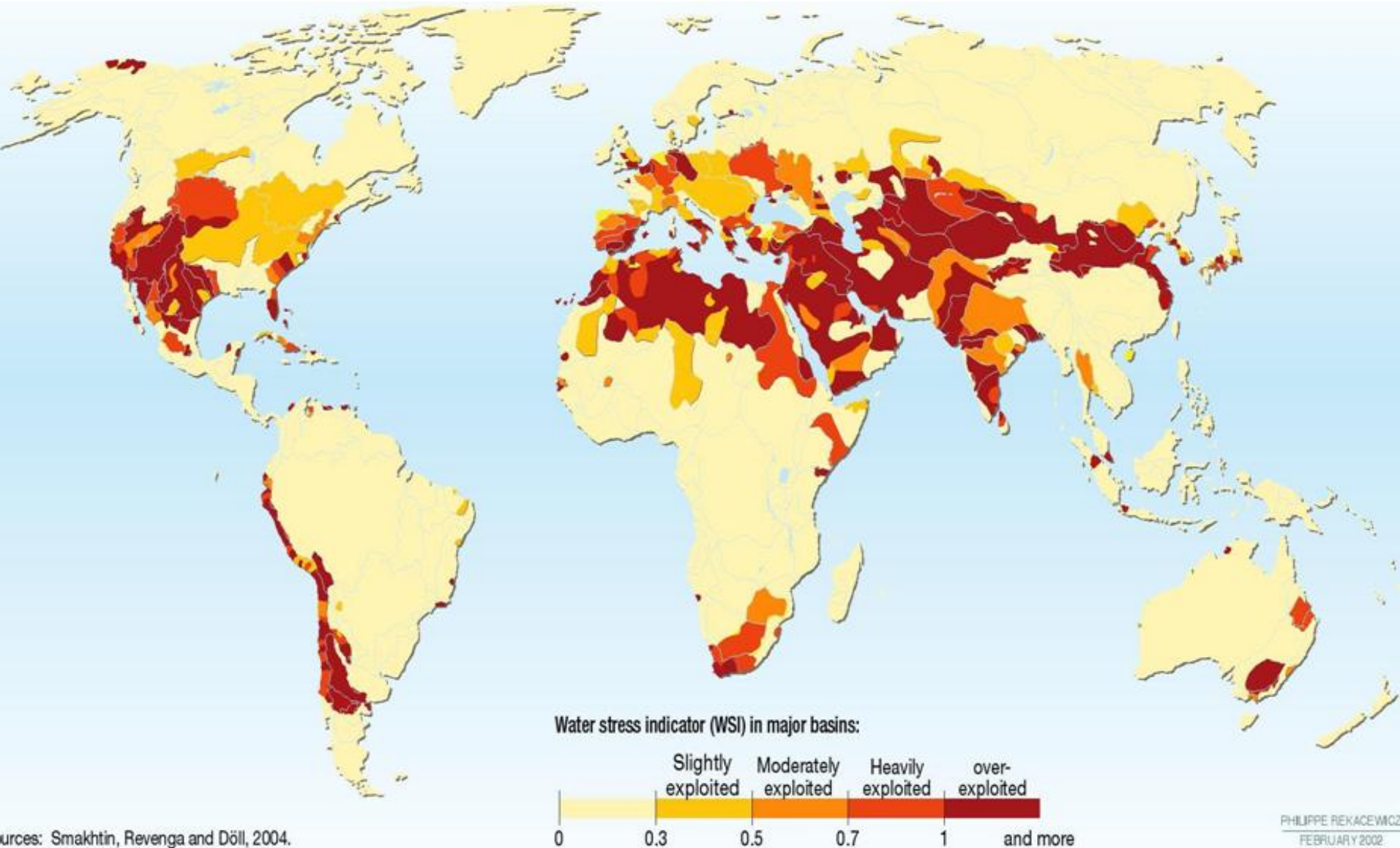
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Key messages

1. Water is a source of risk and cost, as well as a source of opportunity and value
2. A water stewardship program complements regulatory approaches (part of the solution), and must be win-win-win to work
3. Value in the long term and the short term

Water challenges



Water Product / Service Needs

Emerging Responsible Product & Service Markets

Product & Service Innovation

Priority / New Market Access

OPPORTUNITIES

Internal (Company)

External (Stakeholders / Consumers)

Water use efficiency & cost risk minimization

Reputation & Social License

RISKS

Physical Water Risks

Reputational Water Risks

Tomorrow

Today



1) Value proposition of a water stewardship program for businesses and water service providers

▶ *Internally:*

- ▶ Affordability (including Availability)
- ▶ Accessibility
- ▶ Advancement

RISKS

▶ *Externally:*

- ▶ Reputation
- ▶ Retention
- ▶ Relations

OPPORTUNITIES

2) Benefits of a water stewardship program for civil society organizations

- ▶ Results
- ▶ Resources
- ▶ Rallying
- ▶ Representation

3) Benefits of water stewardship program for public sector agencies

- ▶ Costs (risk/opportunity)
- ▶ Credibility
- ▶ Consensus
- ▶ Complementarity

Win-win-win



Short term benefits of the Water Roundtable process – i.e., standard(s) development



- 1) Be a founder / leader
- 2) Get a head start on risk
- 3) Improve understanding of water opportunities
- 4) Improve your relationships with other stakeholders

Conclusion

- ▶ Risk & cost + value creation
- ▶ Win-win-win as part of the solution
- ▶ Long term + short term benefits



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Discussion questions

- ▶ What major benefits have not been identified, and for whom?
- ▶ How can the case for water stewardship program be made more compelling?