Water Vision for Business

Vision 2050: Nine billion people living well, and within the limits of the planet

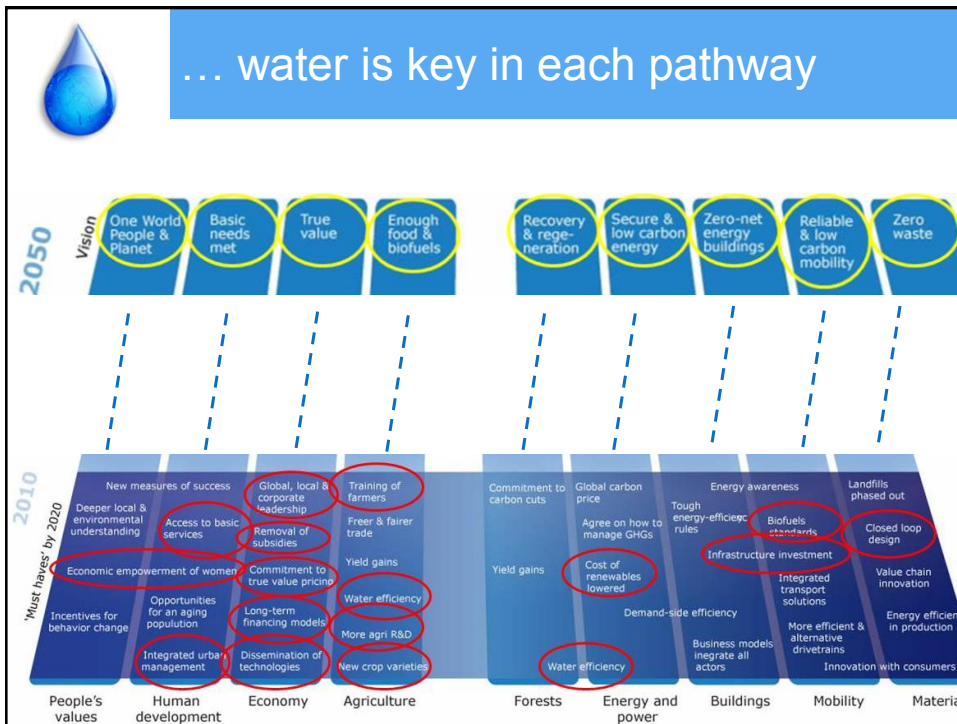A platform for dialogue about the role of business in a resource & carbon constrained world…including **WATER**

Vision 2050

The new agenda for business
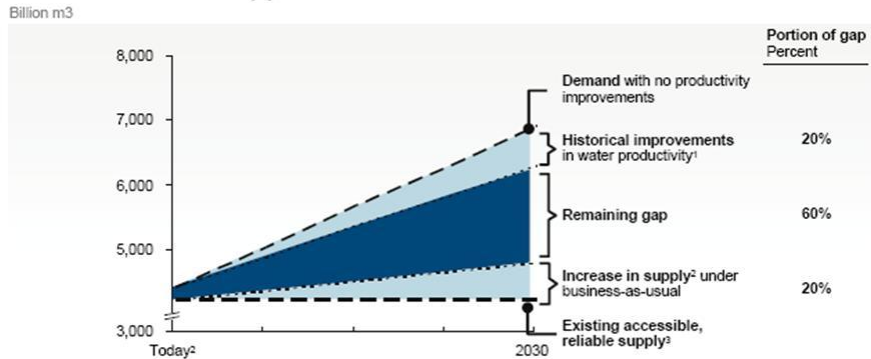
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To achieve our Vision 2050…

… water is key in each pathway

The Water gap

Business-as-usual approaches will not meet demand for raw water

Billion m3

	Portion of gap Percent
Demand with no productivity improvements	
Historical improvements in water productivity[1]	20%
Remaining gap	60%
Increase in supply[2] under business-as-usual	20%
Existing accessible, reliable supply[3]	

8,000
7,000
6,000
5,000
3,000

Today[2]   2030

1 Based on historical agricultural yield growth rates from 1990-2004 from FAOSTAT, agricultural and industrial efficiency improvements from IFPRI
2 Total increased capture of raw water through infrastructure buildout, excluding unsustainable extraction
3 Supply shown at 90% reliability and includes infrastructure investments scheduled and funded through 2010. Current 90%-reliable supply does not meet average demand
SOURCE: 2030 Water Resources Group – Global Water Supply and Demand model; IFPRI; FAOSTAT

Source: Charting our water future – McKinsey 2009

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Scenario	Hydro	Rivers	Ocean
Water Challenge	Efficiency (more drops for less and more value per drop)	Security (quantity and quality for all)	Interconnectivity (taking the whole system into account)
Business Challenge	Innovation	Social license to operate	Business role in water governance

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What Does it means for Business

- **Operational risks**
  - E.g. Will you have enough water to operate?
- **Reputational and regulatory risks**
  - E.g. Can you secure your license to operate if water is scarce?
- **Risks to health of employees and customers**
  - E.g. Is your productivity impacted by your employees poor health?
- **Risks to markets and products**
  - E.g. Do your customers have enough water to use your products?
- **Financial risks**
  - E.g. Will you be able to secure access to capital and insurance?

Risk and Opportunity Management

**To manage your water globally,
you need to understand the water situation
locally, in your operations and value chain**
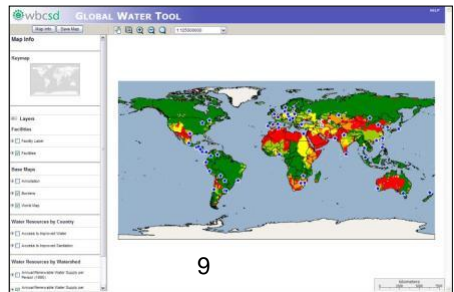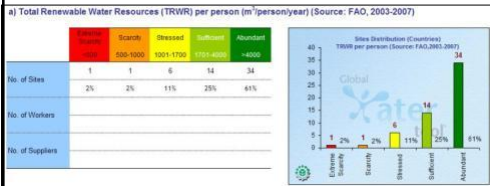
Global
ater tool®

- Maps a company's water use and assesses relative water risks by comparing sites with external data on water availability, stress, improved sanitation, etc.
- Launched in 2007 at Stockholm World Water Week, updated in 2010
- The tool development was led by CH2M HILL and had an Advisory Board of 22 members.
- Download free:

www.wbcsd.org/web/watertool.htm

To manage your water globally, you need to understand the water situation locally

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WBCSD Water Vision

"We, WBCSD member companies, **value** water in all of its dimensions – social, environmental, economic and cultural - and recognize its importance for **sustainable development**. We achieve responsible water management throughout our **value chains** and **operate** in an environment where people and business have **access** to reliable water **supply** and **sanitation.**"

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Pathways

In order to achieve a transition to this vision, the following critical areas where business action has to be taken are:

- Water stewardship frameworks
- Water, energy, food and climate change
- Market pull for innovative business solutions
- Access to water and sanitation.
- Understanding and application of "full value of water"

Over 100 member companies on WG

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