



WWF

2018



Ceres

## Overview

# The Ceres-WWF

## AgWater Challenge

### Commitment Platform for Sustainable Sourcing and Water Risk

Today, a third of the world's agricultural production is grown in areas of high water stress or competition. More frequent and intense droughts and floods are devastating harvests, while more stringent water regulations are being imposed in growing regions. Furthermore, investors and consumers are increasingly calling on global food and beverage companies to step up their water risk management to help address insecurities in our global food and water supplies.



### **What is the AgWater Challenge?**

*Through confidential collaboration with peers and engagement from WWF and Ceres, the Challenge helps companies refine their approaches to sustainable sourcing and water stewardship, ensuring that water and supply chain are embedded and mutually beneficial.*

To assist companies in reducing their water risks and impacts on local watersheds, Ceres and World Wildlife Fund (WWF) launched the AgWater Challenge. The Challenge highlights leadership and new, improved commitments on water stewardship—specifically stronger, more transparent targets around agricultural supply chains. The 2016 Challenge cohort represented over \$123 billion in annual net revenue and developed a total of 18 new commitments to reduce water impacts associated with their supply chains.

## Driving the Right Actions in the Right Places

The AgWater Challenge helps companies strengthen their approach to water stewardship and encourages stronger targets and commitments to reduce water risks in supply chains by:

- ▶ Assessing water risks facing key agricultural inputs/sourcing regions and manufacturing suppliers
- ▶ Developing policies that promote sustainable agriculture actions that begin to address water risks
- ▶ Setting time-bound goals to:
  - Reduce the water impacts associated with key agricultural commodities/inputs
  - Implement locally-relevant watershed activities or strategies for high water risk agricultural sourcing areas
  - Support and incentivize agricultural producers through programs to strengthen water stewardship practices

The productivity of the world's 10 most populous river basins will double by 2050—but only if water issues are addressed.

--Frontier Economics, 2012.

## How Does Your Company Benefit?

While companies believe water challenges will significantly worsen in the next five years, an alarming majority do not appear to be planning corollary increases in the breadth and scale of their water risk management practices. The AgWater Challenge offers participating companies the ability to:

- ▶ Assess company efforts to address water risk in agriculture supply chains against Challenge Checklist criteria, and identify areas that are ripe for improvement and action
- ▶ Receive technical assistance from leading NGOs with expertise on water risk assessment and water management strategies.
- ▶ Participate in peer-to-peer learning on best practices for managing water risks
- ▶ Be publicly recognized as an AgWater Steward for demonstrating leadership, and/or making significant new/improved commitments on supply chain water stewardship
- ▶ Share your journey through stories that showcase how your work is making an impact in watersheds around the world, the challenges you've faced and learnings along the way
- ▶ Though new actions and commitments, improve your standing in Ceres' next report benchmarking food and beverage companies on water risks

## Getting Involved

Challenge participants will participate in a kick-off webinar followed by an initial assessment of company work on supply chains and water. Based on these new insights, participating companies will receive customized guidance on areas where action can be most helpful. Ceres and WWF will also facilitate confidential and cooperative learning exchanges, highlighting new advances and approaches and identifying solutions to key barriers. To learn more and engage, contact: Lindsay Bass, [Lindsay.Bass@wwfus.org](mailto:Lindsay.Bass@wwfus.org) or Eliza Roberts, [roberts@ceres.org](mailto:roberts@ceres.org)