The Ceres-WWF AgWater Challenge: Commitment Platform on Sustainable Sourcing & Water Risk

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Introductions

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AgWater Challenge: What is it?

A new Ceres-WWF initiative with food and beverage companies to highlight leadership and encourage new (and improved) sustainable sourcing commitments that address water risk with greater transparency.
Why Now?

- Continues work by both WWF and Ceres “to drive the right actions in the right places” in terms of sustainable sourcing and water risks.
- Future business resilience will mean sourcing commodities/inputs from basins that are sustainably managed for people and nature.
- If not now, when? We’re not moving fast enough.
Aim for Today

Ensure key aspects of the initiative are clear, address key questions and outline next steps

Agenda
1. Overview of the Challenge and alignment with other initiatives
2. Potential benefits for companies
   - Break for Q&A- [10 min]
3. Challenge Checklist & Criteria: How does it work?
4. Timeline and Next Steps
   - Break for Q&A- [10 min]
Part 1. AgWater Challenge Overview
Focusing Action in Key Areas

A. **Assessing water risks** facing key agricultural inputs/sourcing regions and manufacturing suppliers

B. **Developing policies** that promote sustainable agriculture actions that begin to address water risks

*Setting time-bound goals to:*

C. **Reduce the water impacts** associated with key agricultural commodities/inputs

D. Implement locally-relevant **watershed activities** or strategies for high water risk agricultural sourcing areas

E. **Support and incentivize agricultural producers** through programs to strengthen water stewardship practices
Recognition: AgWater Stewards

Two pathways:

1. Demonstrate top tier leadership in addressing water risks in agriculture supply chains.
   - The Challenge is defining leadership as attaining or exceeding 40 points (out of a total 75 points) on the Challenge Checklist.
   - Companies that meet this level will be recognized.

2. Demonstrate improvement and incorporation of Challenge Checklist criteria into sustainability approaches and commitments.
   - Companies that demonstrate a significant change (≥15 points) in their baseline assessment using the Challenge Checklist will also be recognized.

To participate in the Challenge, you do not have to commit to one of these two pathways.
AgWater Challenge: What does success look like?

For us?
1. New, high quality (meeting criteria) corporate commitments made
2. More CEOs, C-Suite leaders serving as spokespersons for the Commitments
3. Ultimately, improved corporate stewardship & more sustainably managed water resources that support our economy, communities and environment.

For you?
1. Recognition of leadership and improvement around corporate commitments
2. Ability to highlight credible stories of action and outcomes on the ground
3. More meaningful and material mitigation of water risks
4. Ultimately, improved returns on sustainability/supply chain investments
Potential Benefits to Participants

- Assess your efforts against Challenge Checklist criteria, and identify areas for improvement and action
- Receive technical assistance from leading NGOs
- Participate in peer-to-peer learning on best practices for managing water risks and challenges with meaningful goal setting
- Be recognized as an AgWater Steward
- Share your journey through stories
- Though new actions and commitments, improve your standing in Ceres’ next benchmarking report
Questions?
Part 2. Challenge Checklist, Timeline & Next Steps
Challenge Checklist
Sections

A. **Assessing water risks** facing key agricultural inputs/sourcing regions and manufacturing suppliers

B. **Developing policies** that promote sustainable agriculture actions that begin to address water risks

Setting *time-bound goals to:*

C. Reduce the **water impacts** associated with key agricultural commodities/inputs

D. Implement locally-relevant **watershed activities** or strategies for high water risk agricultural sourcing areas

E. **Support and incentivize agricultural producers** through programs to strengthen water stewardship practices
A: Risk Assessment

Assessing water risks facing key agricultural inputs/sourcing regions and manufacturing suppliers

Example: Company has conducted a water risk assessment for its manufacturing suppliers using a recognized water risk tool but has not evaluated risks associated with its major agricultural commodities or growing regions.
B: Policy Development

Setting sustainable agriculture policies to promote actions that begin to address water risks

- **Example:** Company has a sustainable agriculture or overall supply chain policy that includes detailed objectives for agricultural suppliers with respect to water quality, water use and soil health.
C: Commodity Goals

Setting time-bound goals to reduce the water impacts associated with key agricultural commodities/inputs

Example: Company has committed to sourcing 100% of its key agricultural raw materials sustainably by 2020, using water-related sustainability criteria that are relevant to local conditions.
D: Watershed Strategies

Setting time-bound goals to implement locally-relevant watershed activities or strategies for high water risk agricultural sourcing areas

- **Example:** Company has committed to investing in projects and supporting public policies that restore flows and protect water quality in key agricultural watersheds from which it sources.
Setting time-bound goals to support and incentivize agricultural producers through programs to strengthen water stewardship practices

Example: Company provides interest free loans to producers to adopt location-appropriate irrigation technology and provides free advising to guide them in using water & fertilizer more efficiently for their local context
AgWater Challenge Timeline

**April (Apr)**
- Initial Checklist Assessment with Ceres & WWF

**May (May)**
- We are here.
- Gap & Opportunity Investigation
- Challenge Email #1

**June (Jun)**
- Ceres Conference & Follow-Up
- Challenge Email #2
- In-Person DC Workshop

**July (Jul)**
- Challenge Email #3
- Stockholm WWW Optional: Follow-Up

**August (Aug)**
- Challenge Email #4
- Submission Deadline
- Revisit Checklist for New/Improved Commitments with Ceres & WWF

**September (Sep)**
- Recognition & Story Planning

**October (Oct)**
- Formal Recognition – World Food Day (Oct 16)
Thank You.

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