



# Water Stewardship - what is the potential in Asia?

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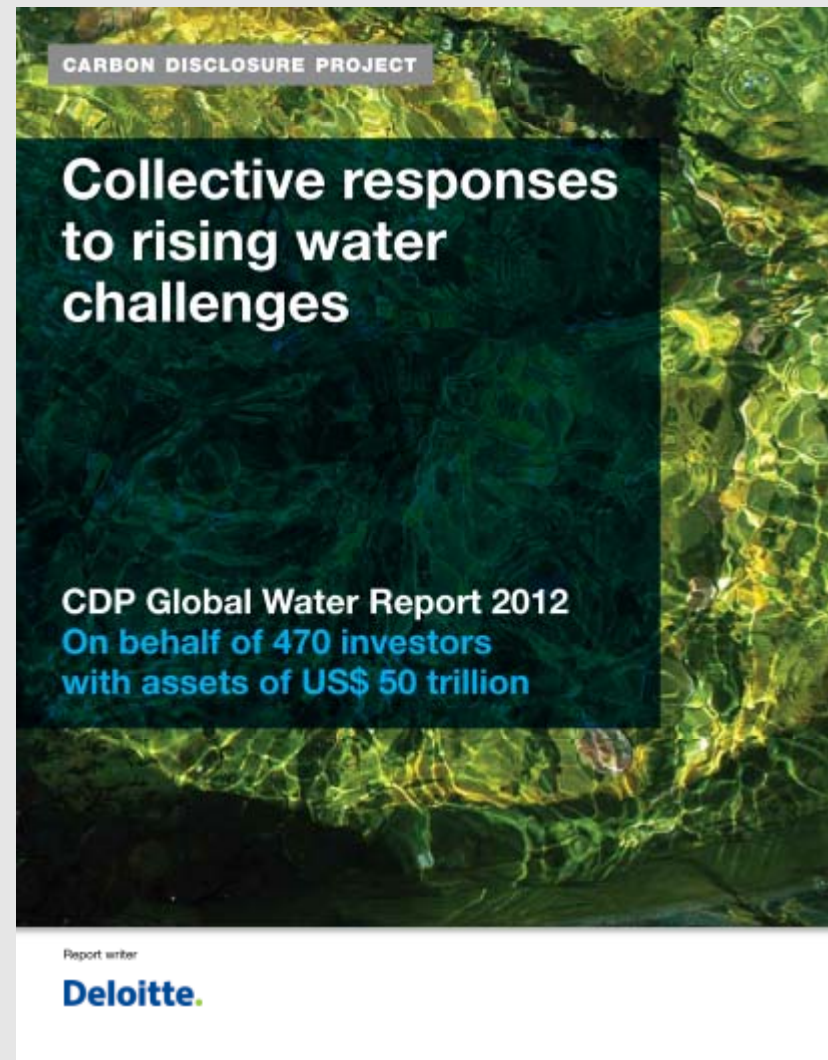
# Background

- ‘A survey of 350 companies - 92% agree that a water crisis is looming and 70% believe that the risks of water scarcity are equal to those of carbon emissions.’



# Water Stewardship

- The Carbon Disclosure Project (CDP) stated that more than half of the world's largest listed companies – the Global 500 – are now affected by water stress – both physical and regulatory



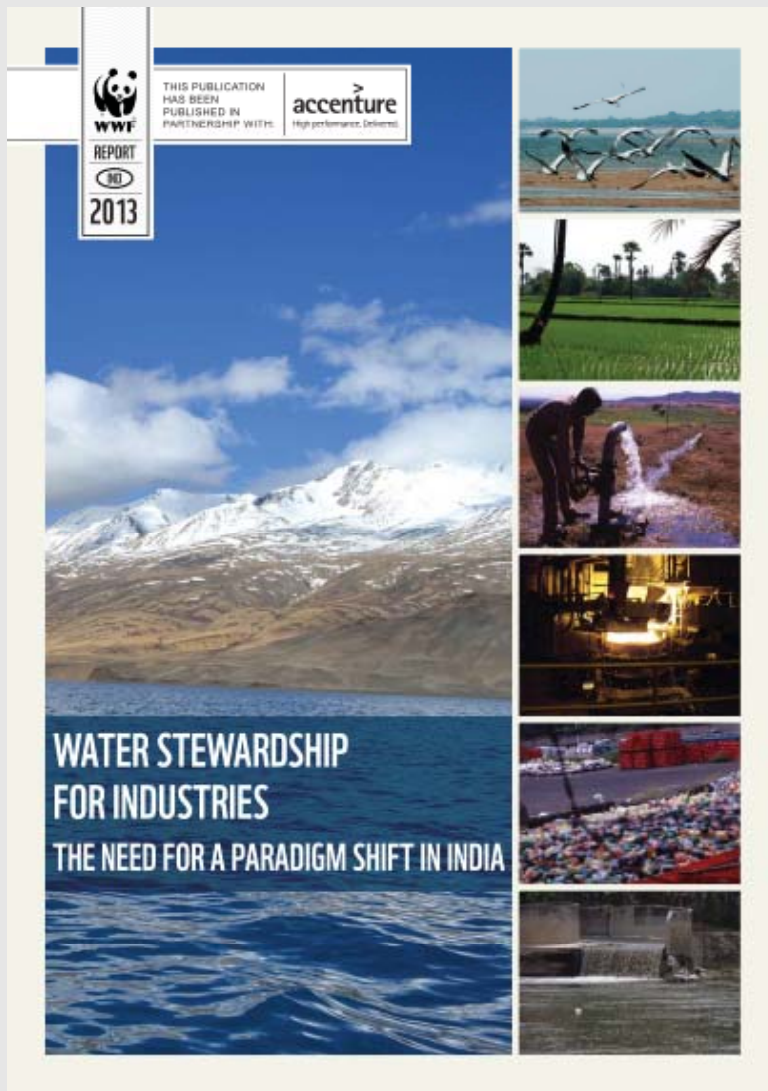
## Why water stewardship?

- Strategic **risk** to operations or supply chains
- Reactive response to operational **crisis**
- Market **pressure** from investors and consumers
- **Leadership** related to corporate responsibility
- Comparative advantage **marketing** of the company





# Water Stewardship – Trends in Asia



- From water footprint to value at risk
- Disclosure increasing
- Mapping and risk analysis improving
- Financial institutions asking new questions
- Consumers and media paying more attention
- Appetite to work outside the 'fence-line' is strong



# Lahore, Pakistan

- City-wide partnership for sustainable water use and water stewardship in SMEs in Lahore, Pakistan



BASIN

# Textiles in Bangladesh

- Clear alignment between economy, health, state of rivers and business supply chains
- Stewardship opportunities are limitless with some vision



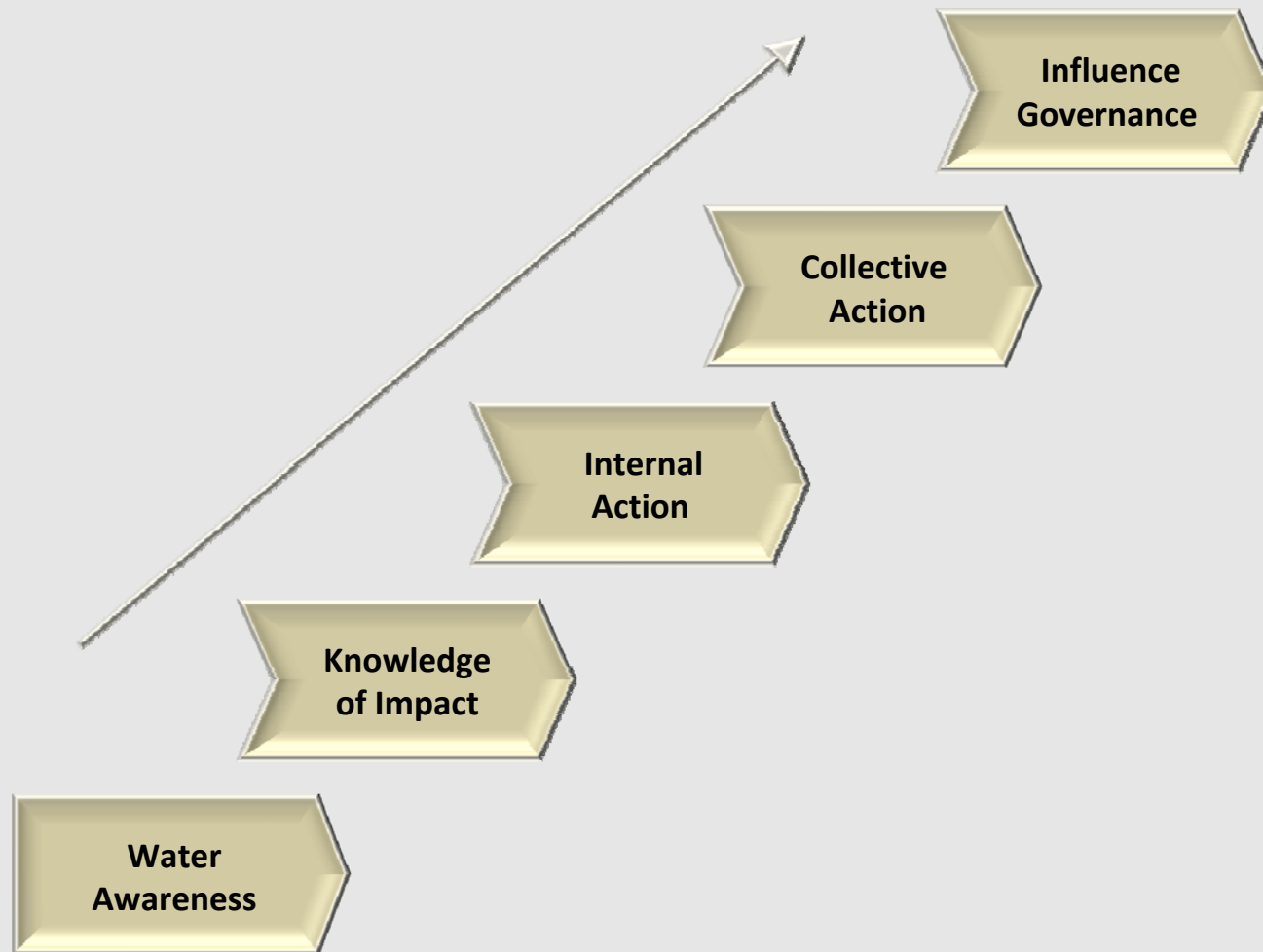


## Where do I start?



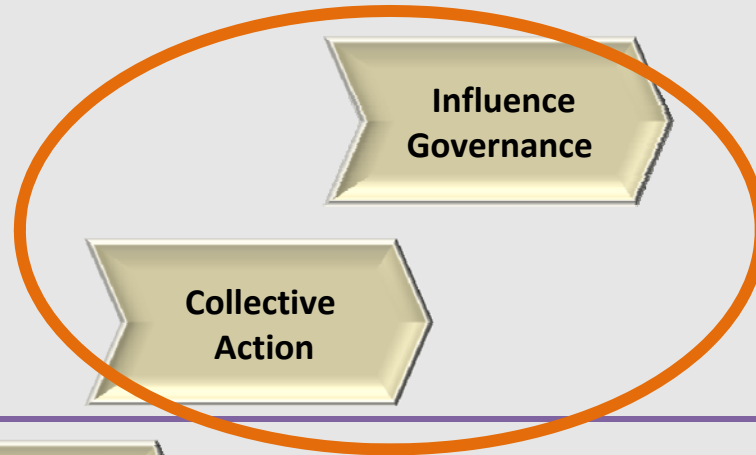


# Framework for stewardship



# Framework for stewardship

- Public goods
- Indirect control
- Allocation of resources
- Places
- External environment



Internal  
Action

- Private goods
- Direct control
- Efficiency of resources
- Products
- Internal environment

Knowledge  
of Impact

Water  
Awareness



Water Risk Filter
www.waterriskfilter.panda.org

THE WATER RISK FILTER
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Quick View Full Assessment Maps Mitigation Knowledge Base

# The Water Risk Filter

First tool to quantify water-related risks for all industries in all countries

Bridge the gap between risk assessment and action on the ground

Assess your exposure to water risks in a matter of seconds

Find out how the Water Risk Filter works

## Water Stewardship

34 publications

## Water Risk video

What do you know about water risk?

## User Manual

23 pages

### WATER RISK NEWS

#### The Ceres Aqua Gauge

4 Mar

Water is becoming a hot topic for business, yet most companies don't know where to start in understanding and responding to water issues. This tool is designed to help companies and investors to ask the right questions about water - to assess risks and give guidance on what to do in response. The Water Risk Filter is designed to be easy to use, yet highly robust in the results that are generated. We want to enable users to plan and create strategies for their own company, suppliers or investments to drive down risk and become proactive in responding to water issues they face - and by doing so, become better water stewards.

For WWF and DEG, estimating the perfect risk score is not the end goal. The scores are instead the best and most accurate reflection of the multiple issues that companies face around water and should guide a company into a position of proactive engagement on water. We believe that by generating interest and guidance on water actions, we can improve how water is managed, measured and improved for society, the economy and the environment.

### LOG IN

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### TESTIMONIALS

**UNEP FI**  
The Water Risk Filter helps FIs to assess the different components of water risks throughout the due diligence processes and regular risk assessments'

**Chiquita**  
'Based on clear insights and data demonstrating Chiquita's level of exposure to water risks, helps us to build the case for'

www.waterriskfilter.org

## What could the private sector add?

- Loans/finance
- Regulatory dialogues
- Health studies
- Data sharing and collection
- Advocacy
- Institution strengthening
- Community outreach
- Convening
- Clean technology
- Water trading
- Standards
- Procurement policies
- Consumer engagement
- Policy implementation
- Efficiency
- Financial analysis



Or government could blindly regulate and ignore the opportunities



## Reluctant or ready?





# Thank you

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Please visit

[www.waterriskfilter.org](http://www.waterriskfilter.org)

