

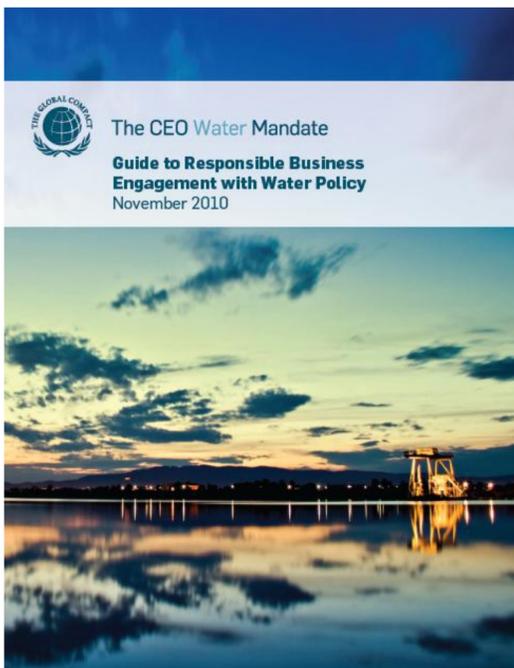
How to align responsible business engagement with innovation in water management?

Jason Morrison - Program Director, Pacific Institute; Technical Director, UN CEO Water Mandate

Guide to responsible business engagement in water policy

Corporate water management initiatives that involve interaction with government entities, local communities, and/or civil society organizations with the goal of advancing:

- 1) Responsible internal company management of water resources within direct operations and supply chains in line with policy imperatives, and
- 2) The sustainable & equitable management of the catchment in which companies/ their suppliers operate.



Overarching goal of the guide:

To provide information that can facilitate companies' responsible engagement with water policy in a manner that reduces business risks, advances public policy goals, and positively impacts nearby communities and ecosystems.

Key principles:

1. Advance sustainable water management
2. Respect public and private roles
3. Strive for inclusiveness and partnerships
4. Be pragmatic and consider integrated engagement
5. Be accountable and transparent

Download the Guide at:

http://www.pacinst.org/reports/guide_to_responsible_business_engagement.pdf

Operational framework and practical example: sharing information, data and research results

Operational framework:

- A. Assess the context
- B. Explore engagement opportunities and prepare for action
- C. Pursue core engagement strategies
- D. Be accountable and transparent

Share information to improve management

- 1) Companies that share information on water uses, catchment conditions with public entities, can supplement capacity and support a clearer understanding of needs and impacts leading to better water management planning and implementation.
- 2) Conversely, companies can engage with water managers and public institutions to gain access to a range of local water resource data as a means of improving internal operations.

Practical examples:

- Sharing of data, database products, and research results.
- Sharing of best practices, innovations, technology or methodologies.
- Sharing of expertise on process and organizational management.
- Support to specific investigations, such as limits of sustainable abstraction in a basin or aquifer.
- Short- or long-term staff placements to provide mentoring and support capacity building.