



Ceres



WWF

# 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



# Alignment to Other Initiatives & Tools

## AgWater Challenge Focus



## Examples of Relevant Tools & Initiatives

**Column 1: Water Stewardship Principles**

- ALLIANCE FOR WATER STEWARDSHIP
- THE GLOBAL COMPACT
- The CEO Water Mandate

**Column 2: A. Risk Assessment (Agricultural Sourcing)**

- THE WATER RISK FILTER
- Global water tool
- AQUEDUCT: Measuring and Mapping Water Risk
- GEMI® Local Water Tool™ (LWT)
- verisk Maplecroft
- ALLIANCE FOR WATER STEWARDSHIP
- anteagroup
- Source Water Vulnerability Assessment (SVA)

**Column 3: B. Sustainable Agriculture Policies & Producer Data Gathering**

- 12 icons representing various agricultural and environmental metrics (e.g., 1. People, 2. Soil, 3. Air, 4. Water, 5. Energy, 6. Biodiversity, 7. Land Use, 8. Air Quality, 9. Water Quality, 10. Soil Health, 11. Biodiversity, 12. Land Use, 13. Air Quality, 14. Water Quality, 15. Soil Health, 16. Biodiversity, 17. Land Use, 18. The Global Goals)
- Field to Market™: The Alliance for Sustainable Agriculture
- + Custom surveys

**Column 4: C. Sustainable Sourcing Goals – Commodities D. Watershed Activities & Strategies E. Producer Support**

- ALLIANCE FOR WATER STEWARDSHIP
- IFoAM: INTERNATIONAL FEDERATION OF ORGANIC AGRICULTURE MOVEMENTS
- ProTerra FOUNDATION
- FAIRTRADE
- SAN
- GLOBALG.A.P.
- RSB
- RTRS
- SRP: Sustainable Rice Platform
- CONNECT THE DROPS
- 2030 Water Resources Group
- + relevant local policy platforms

**Column 5: Disclosure & Transparency**

- CDP: DRIVING SUSTAINABLE ECONOMIES
- Global Reporting Initiative™
- Corporate Sustainability & Financial Reports



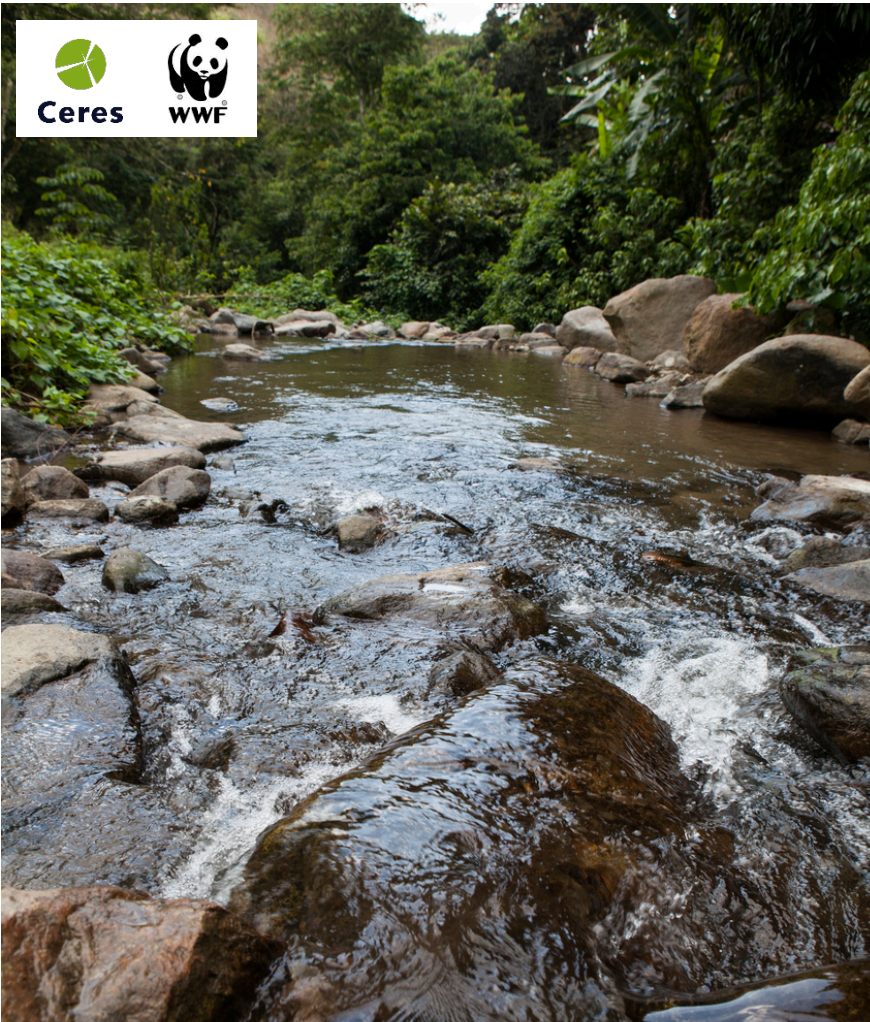


# Recognition: AgWater Stewards

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 ( $\geq 15$  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?

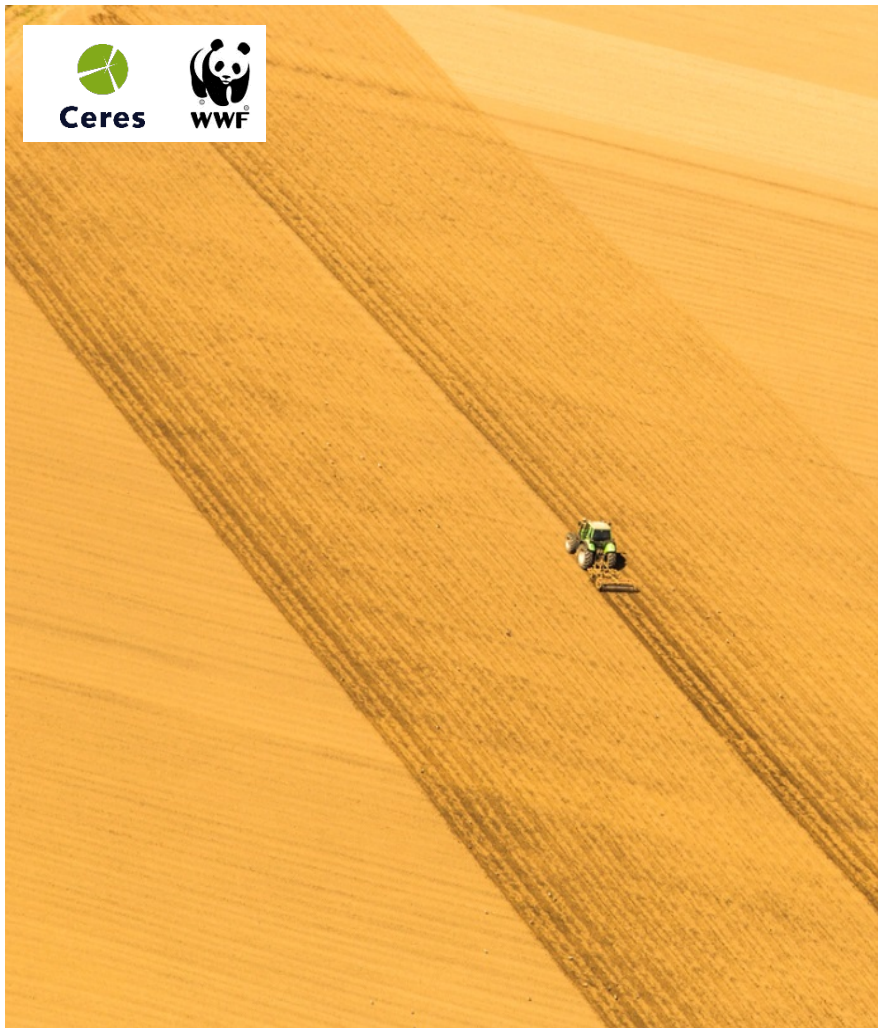
## For us?

1. New, high quality (meeting criteria) corporate commitments made
2. More CEOs, C-Suite leaders serving as spokespeople 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
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## 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.



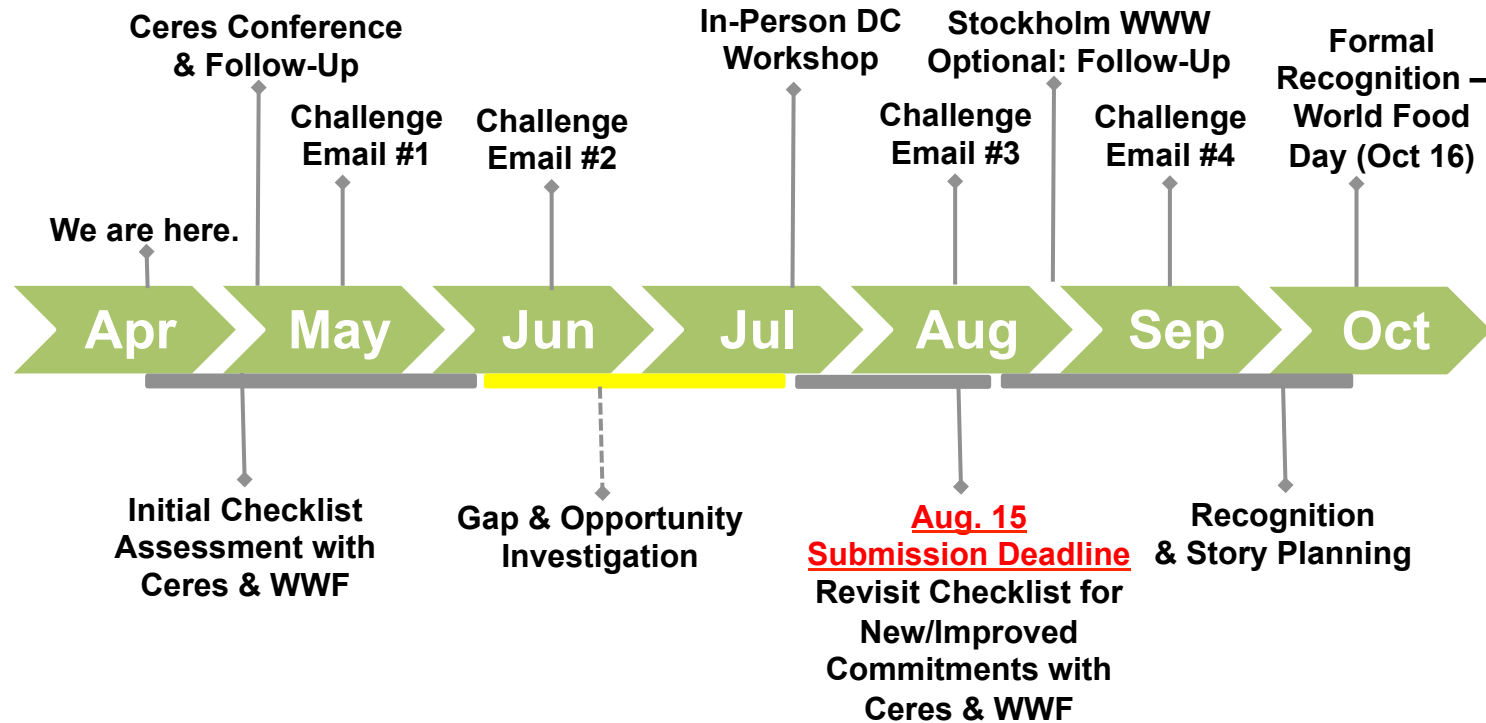


## E: Producer Support

*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







Questions?





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Thank You.

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