

Understanding the language of corporate engagement for Water Stewardship

Top tips for engaging with businesses

1. Identify influential businesses and their drivers

Big supermarkets appear to be driving the Water Stewardship agenda and are influential in shaping the behaviour of food producers and growers. NGOs could encourage business engagement by translating the priorities of influential businesses into actions in the catchment.

2. Think global, act local

Businesses value building trusting long-term relationships with local partners, such as The Rivers Trust, as this helps them to think global but act local, and resonate with local communities and issues.

3. Be ambitious

Many businesses are starting to think about using less water, but with NGO support they could think bigger and engage in Water Stewardship. WWF's research showed that businesses value a clear and engaging narrative which sets out the problem and businesses role in solving it.

4. Translate to implementable actions

WWF's research showed that while there can be buy-in for Water Stewardship from senior business directors, those tasked with 'doing it' can be confused about what this means in practice. NGOs could support operational staff with examples of how targets could be achieved on the ground.