

# Building sustainable partnerships with the private sector towards WFD Implementation



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[www.waterlife.org.uk](http://www.waterlife.org.uk)



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# Programme



## SESSION 4: **Building Sustainable Partnerships with the Private Sector towards Water Framework Directive delivery**

11:30 – 12:00 Presentation & discussion

12:00 – 12:45 Workshop

12:55 -13:00 Conclusions & next steps

# Key Points



1. We think it makes business sense for the private sector to play a long-term role in WFD delivery.
2. We think businesses will be most impactful when working collectively and when influencing water governance.
3. We have begun to test this and want your feedback.
4. This approach differs across different environmental, social and political contexts and we want your feedback.



1. We think it makes business sense for the private sector to play a long-term role in WFD delivery.

# Water matters to business



- “Water crises” ranked as top risk to global growth.
- Drivers of economic water risks are poor management of rivers, lakes and aquifers.
- Freshwater species have declined by 76% since 1970.
- Just half of European rivers and 17% of English rivers meet Good Ecological Status.





# Why should the private sector support WFD?



A healthy water environment is business critical:

**Physical Risk**

**Regulatory Risk**

**Reputational Risk**

**Values**



*The River Mimram, Hertfordshire during drought*



*Diffuse pollution caused by food and drinks supply chain*



# WWF Water Stewardship Ladder

**STEPS 1 to 3: Businesses understand and reduce impact of own operations**

5

Influence  
governance

4

Collective action

3


Internal action

2

Knowledge of  
impact

1

Water awareness



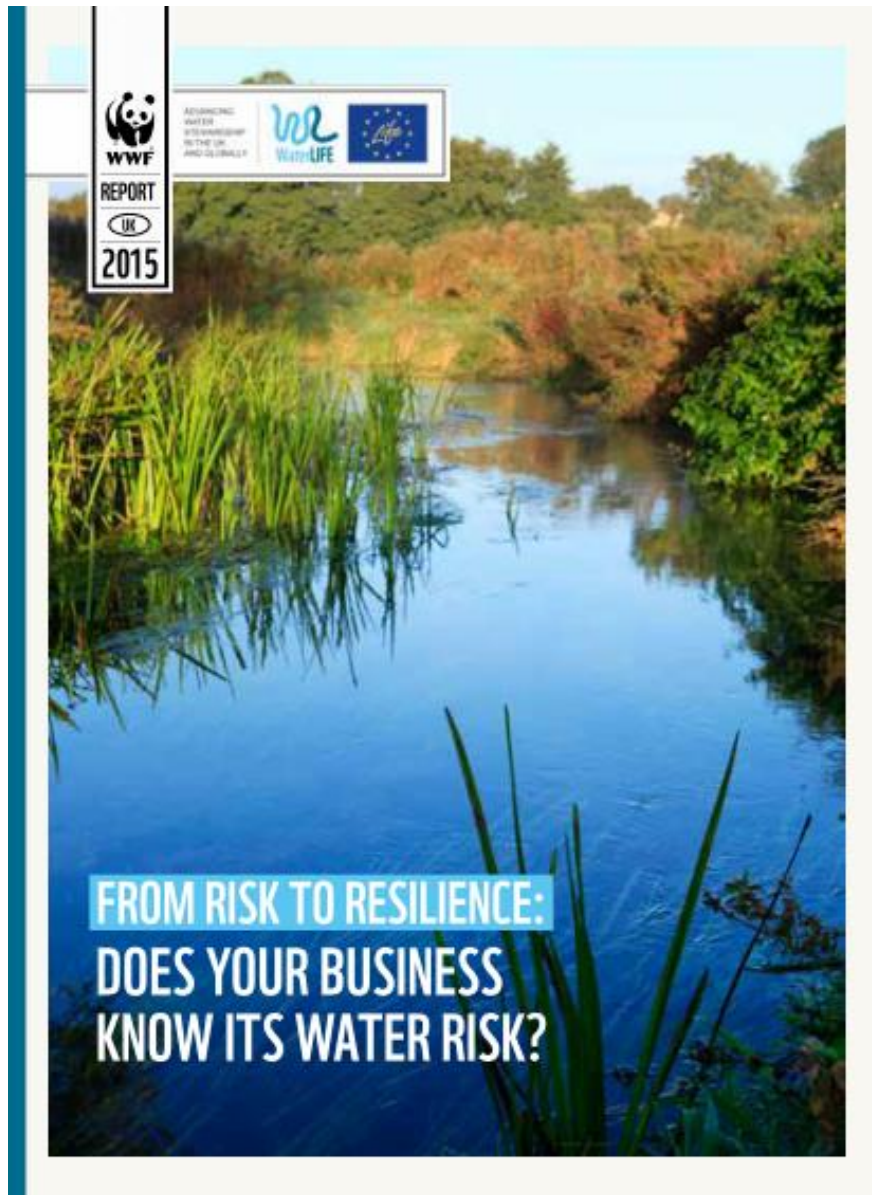
2. We think businesses will be most impactful when working collectively and when influencing water governance.





**STEPS 4 to 5: Businesses work beyond their own operations**

*We think this is where water stewardship could really influence WFD*

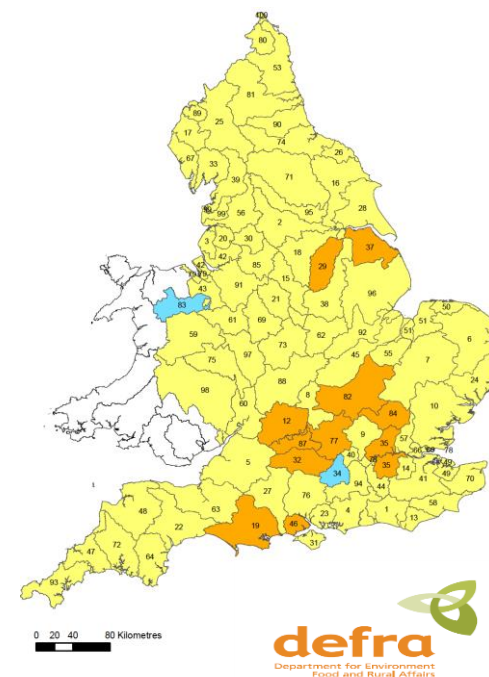






3. We have begun to test these approaches and want your feedback.

# Collective Action



WFD River Basin Management Districts

108 Catchment Based Approach (CaBA)  
catchments



# Collective Action



- The private sector can engage with the CaBA approach.
- Two focus catchments – which scale up our work on the River Nar to wider East Anglia

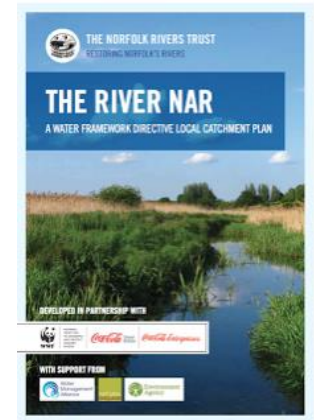


# Collective Action



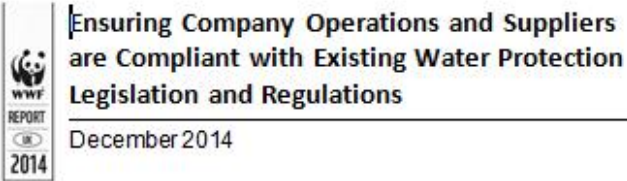
## Catchment Plan

- Link to supply chain
- Working with farmers





# Influencing Governance



## Authors

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## Examples of governance 'asks':

- Ensure all operatives and suppliers comply with water legislation, and encourage Government to target non-compliance.
- Influence other businesses to engage in Water Stewardship

# Influencing Governance



- Government & business WFD roundtable
- Sugar beet workshops
- Secretary of State visits
- Business to business engagement



4. This approach differs across different environmental, social and political contexts and we want your feedback.



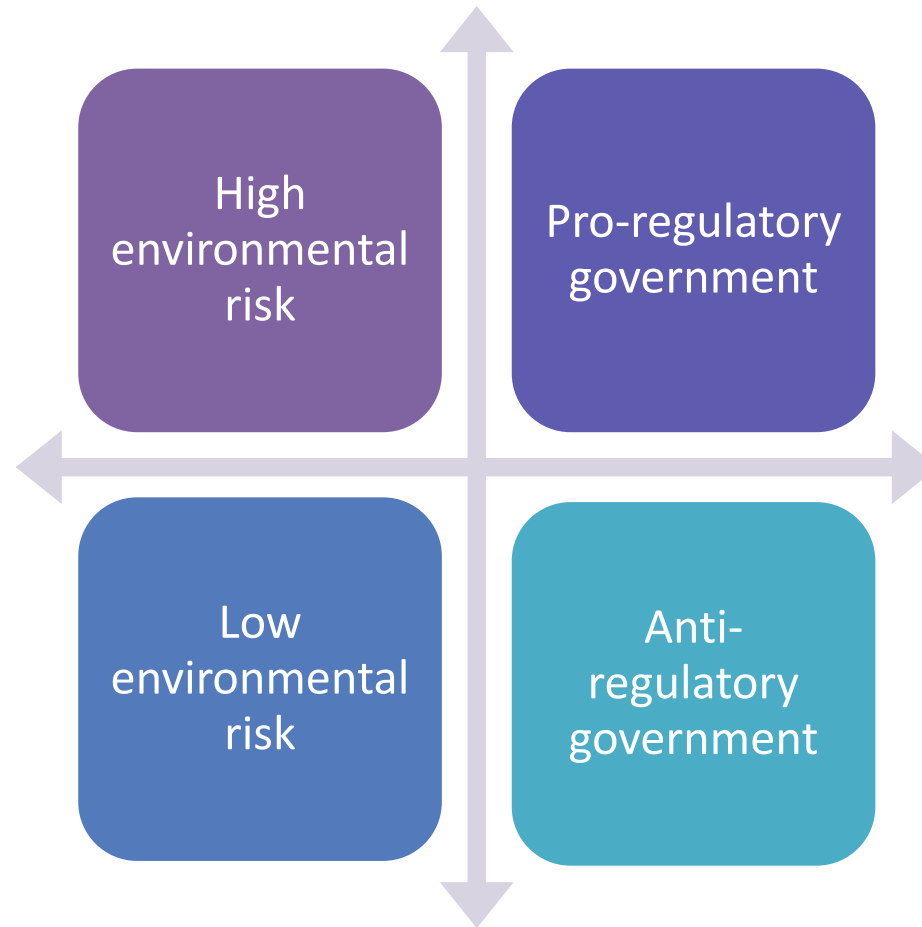


# Challenges

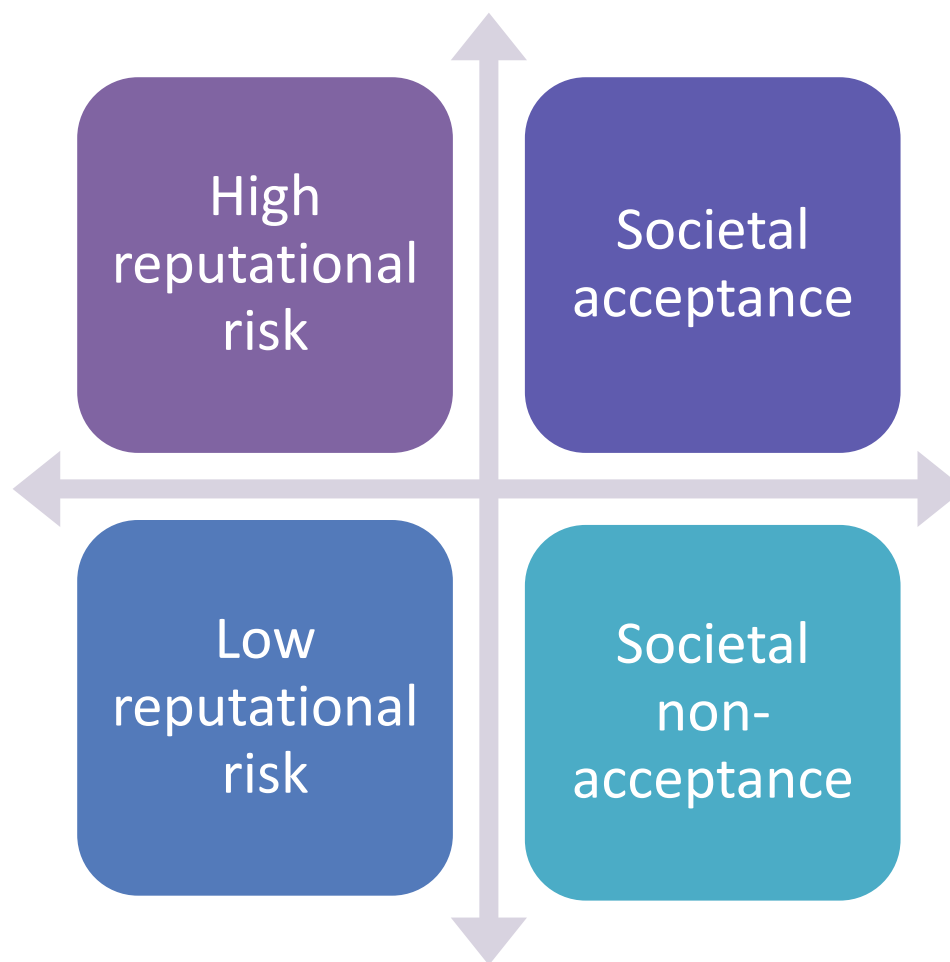


- Not a 'silver bullet'
- Influencing governance may be a new concept for private sector
- Polluter Pays Principle
- Language, expectations and other challenges around unusual partnerships

# A scenario affecting how private sector may influence GES achievement to a lesser or greater extent



## Another scenario...





# There are many scenarios...



- Reputational risk
- Physical risk
- Regulatory risk
- Value on social capital
- State preference (pro/anti regulation)
- State influenced by business
- Societal acceptance

# Re-cap of Key Points



1. We think it makes business sense for the private sector to play a long-term role in WFD delivery.
2. We think businesses will be most impactful when working collectively and when influencing water governance.
3. We have begun to test this and want your feedback.
4. This approach differs across different environmental, social and political contexts and we want your feedback.

Questions?





# Workshop



## Objective

1. To discuss framework applicability for collective action with businesses
2. To discuss drivers and scenarios for business engagement
3. To identify tools needed for this approach across Europe

# Workshop 11:45 – 12:45



## Format

1. Facilitated discussion (40 mins)
2. Feedback to the group (15 mins)
3. Conclusions (5 mins)

## Output

A short report to be shared with participants

# Workshop Question



Would the approaches discussed today (Water Stewardship and Catchment Based Approach) be useful for delivering the WFD in your context?