BREAKOUT SESSION 2
Sustainability, ESG, and Ending the Global Water Crisis
Sustainability, ESG, and Ending the Global Water Crisis

CSR, Sustainability, ESG, outcomes, targets, engagement, CSR management, social, sustainability, CSR engagement, corporate, ESG, net neutral, climate change, goals, UN development, returns, stewardship, emissions, funds, climate change, resilience, responsibility, green energy, green footprint, carbon footprint, green, sustainability, CSR, ESG, sustainability, outcomes, targets, engagement.
Corporate Social Responsibility
CSR: A Very Brief History

**Philanthropy focused (Carnegie, Rockefeller)**

1800’s

**“Corporate Social Responsibility” was coined**

1953

**Social contract concept**

1971

**Three-dimensional Corp Performance**

1979

**Formalized as a business function**

1980s

**Reporting frameworks established and PR**

1990s

**Essential as part of strategy**

2000s
Environmental Social Governance

ESG
ESG: The Very Brief History

- **2000**: UN Global Compact is launched
- **2004**: "Who Cares Wins" report was published
- **2011**: Sustainability Accounting Standards Board launched
- **2015**: UN Sustainable Development Goals were created
- **2020**: Investor demand for ESG-focused funds skyrockets
Sustainability, ESG, and Ending the Global Water Crisis

The chart shows the trend over time for ESG and CSR search terms in the United States for the past 5 years. The graph displays the interest over time with two lines representing ESG (red) and CSR (blue) search terms. The data points indicate a significant increase in interest for ESG, particularly after Aug 16, 2020.
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Interest over time

Search term
- ESG
- CSR

Compare

United States
Past 5 years
All categories
News Search

Average
Mar 5, 2017
Nov 26, 2018
Aug 16, 2020
Mapping SDGs Within the ESG Framework

Environmental

Social

Governance
How corporate ESG impacts Water Mission
“Can you build a 200-acre solar farm in Africa?”
NET ZERO & Carbon Neutral
The world is committing to net zero greenhouse gas emissions

Corporate and country commitments are multiplying.

Source: Net Zero Tracker; SBTi, Climate Watch, BCG analysis
“Can you build a 200-acre solar farm in Africa?”
Sustainability Summit

Key Findings

• Water Mission projects could be a source for carbon offsets.
• Companies are looking to invest in public and private partnerships to hit ESG targets.
• E and G are quantifiable but Social impact is difficult to verify.
• While charitable giving is not necessarily growing rapidly, investment in ESG is.
• NGOs bring impact and stories to meet corporate partners’ goals.
• There will be a market for social impact on the horizon.
Best Practice: Be Relentlessly Innovative

Businesses ask: What does the customer care about?

As an NGO, we want to know what our corporate partners care about.

How can we create shared value based on our findings?
Sustainability Opportunity:

Scalable Long-term Solutions
According to the UN, the annual cost to solve the global water crisis is:

$114B per year
Charitable giving alone will not end the global water crisis.

Humanitarian effort can tap into larger sustainability funding, creating value for corporations and NGOs.
ADVANCING BEYOND A CHARITABLE MODEL

Donation vs. Investment
Charitable Model

- Essential
- Limited sustainability
- Limited scalability

Investment Model

- Scalable
- Performance Based
- Increased Regulation
Charitable Giving Model

Donated funding → Corporations → Basic impact reports PR material

Communities → Output reporting → Programming
Investment
Funding

Corporations

Carbon Offset Credits
Verified Impact

SDG

Investment
Model

Verified/Audited
Impact

Communities

Programming

Sustainability, ESG, and Ending the Global Water Crisis
Charitable Model

• Basic Impact Statistics
• PR Stories

Investment Model

• Carbon Offsets
• Verified Social Impact
• Detailed Statistics
• PR Stories
Water Mission Alignment with SDG Indicators

Poverty Reduction (based on SDG Indicators)

- SDG 1.1.1 Money saved
- SDG 5.4.1 Time saved
- SDG 6.1.1 People with access clean water
- SDG 6.2.1 People with access to sanitation
- SDG 7.2.1 Renewable energy production
- SDG 8.3.1 Jobs created
Alignment with SDG Indicators

- SDG 1.1.1 Money saved
- SDG 5.4.1 Time saved
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- SDG 8.3.1 Jobs created

80/20

80% of our impact at Water Mission is SOCIAL
- Social impact breakdown
- Co-benefits

20% of our impact is ENVIRONMENTAL (NetZero)
- Methodology of offsets
- Tangible value
- Market exists
Carbon prices are rising rapidly.

Source: Bloomberg
Tanzania Pilot Project: Carbon and Social Impact Study
Tanzania Feasibility Study

Opportunity:
Determine the viability of developing carbon offsets and verified social impact as a new source of revenue for project sustainability.

2022 Pilot: The Gold Standard
- Rural communities (40,000 people)
- Refugee camp (160,000 people)
- Expecting first round of offsets in August
Basic Economics

220,000 people → .2 tons of carbon offset → 44,000 tons → $10 price per ton

$440,000 per year
Industry Panel

Grant Evans
Occidental Chemical Corporation
EVP, Commercial & Sustainability

Derek Walker
Hach
Applications Development Manager & Water Lead, Global Outreach Council

Pascale Atallah
Chevron Phillips Chemical Company
Product Sustainability Specialist
Break
Dr. George C. Greene III
Topical Discussion Tables

- Product Sustainability
- Carbon
- Social Impact
- Institutional Challenges