

# WAVE AT A GLANCE



**The Challenge:** The world is facing multiple water crises that directly impact the financial stability of businesses.

Problems with water quantity and quality – including drought, flooding and contaminants – are disrupting operations and supply chains, crippling profit margins and hurting brand value. CDP reports the cost of business inaction in the face of water risk is five times greater than the cost of acting now to address those risks. Meanwhile, investors, regulators, consumers and other stakeholders are demanding action on water as part of rapidly expanding environmental, social and governance (ESG) reporting expectations.

But water is a complex topic, and it's difficult to know where to begin.

**“The water crisis must be approached with the same urgency and innovation as the COVID-19 crisis – and the business case for action is clearer than ever.”**

– CDP, March 2021

**The Solution:** The Water Council is one of the world's most experienced organizations in helping companies mitigate water risk.

A nonprofit dedicated to making connections and solving critical global water challenges through innovation and water stewardship, The Water Council is backed by decades of collective water stewardship experience. The Water Council has developed the WAVE program, believed to be the only continuous improvement methodology for improving, reporting and recognizing good corporate water stewardship. Clients from large multinational corporations to a small dairy farm have engaged with us to help them improve enterprise-wide water stewardship performance. The WAVE program is a credible approach based on global best practices that sends a strong message to investors, customers and employees by translating water action into verified external reporting.

**The Accelerator Methodology:** Your Water Stewardship Journey Starts Here



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**The Value:** Corporations that successfully complete the WAVE methodology will advance their water efforts beyond traditional water management that focuses solely on usage, to a more holistic water stewardship approach.

**“With the climate crisis seen as a risk multiplier to water scarcity, analysts warn that even companies with relatively limited financial exposure to water risk should brace for disruption.”**

CNBC, June 2021

The process will ensure that your company better understands and prioritizes its water challenges and risks and sets more targeted and meaningful goals to respond to them. Companies will then be independently verified by SCS Global, an international third-party certification company. Upon verification, companies can use the WAVE program mark to help communicate their corporate water stewardship for a two-year period, indicating they have instituted a strategic approach to water-related risk mitigation and value creation. This program assures investors, customers and other key stakeholders that the company is credibly and strategically addressing shared water-related challenges and opportunities across the value chain.

**The Cost:** There is no “one-size-fits-all” approach when it comes to corporate water stewardship. The financial investment is at a set fee that may be reduced depending on your size, type of industry and the level of assistance needed from The Water Council.

- The Water Council will provide an initial complimentary assessment of your company’s water stewardship position and needs to develop a financially attractive proposal.
- Your investment will demonstrate a positive return by enhancing your efficiencies and critical public reporting to key stakeholders.
- Successful implementation of the WAVE is led by The Water Council’s Water Stewardship Team, providing your company with the advice and guidance necessary to complete the methodology.

There is an additional cost for the required independent verification provided by SCS Global Services. Importantly, this benefits your company by avoiding the “greenwashing” label. Verification demonstrates to investors and other stakeholders that you have implemented a credible process for prioritizing water-related action where it matters most, ultimately mitigating water-related risk and addressing shared water challenges and opportunities while building a more water-resilient supply chain.

Contact us today to discuss your needs and how The Water Council can help you maximize business performance and enhance brand value through improved water stewardship performance and reporting.

**“Water risk is not a problem that we’re going to have to face in the future, it’s affecting us now.”**

Forbes, August 2021