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- What is CSR

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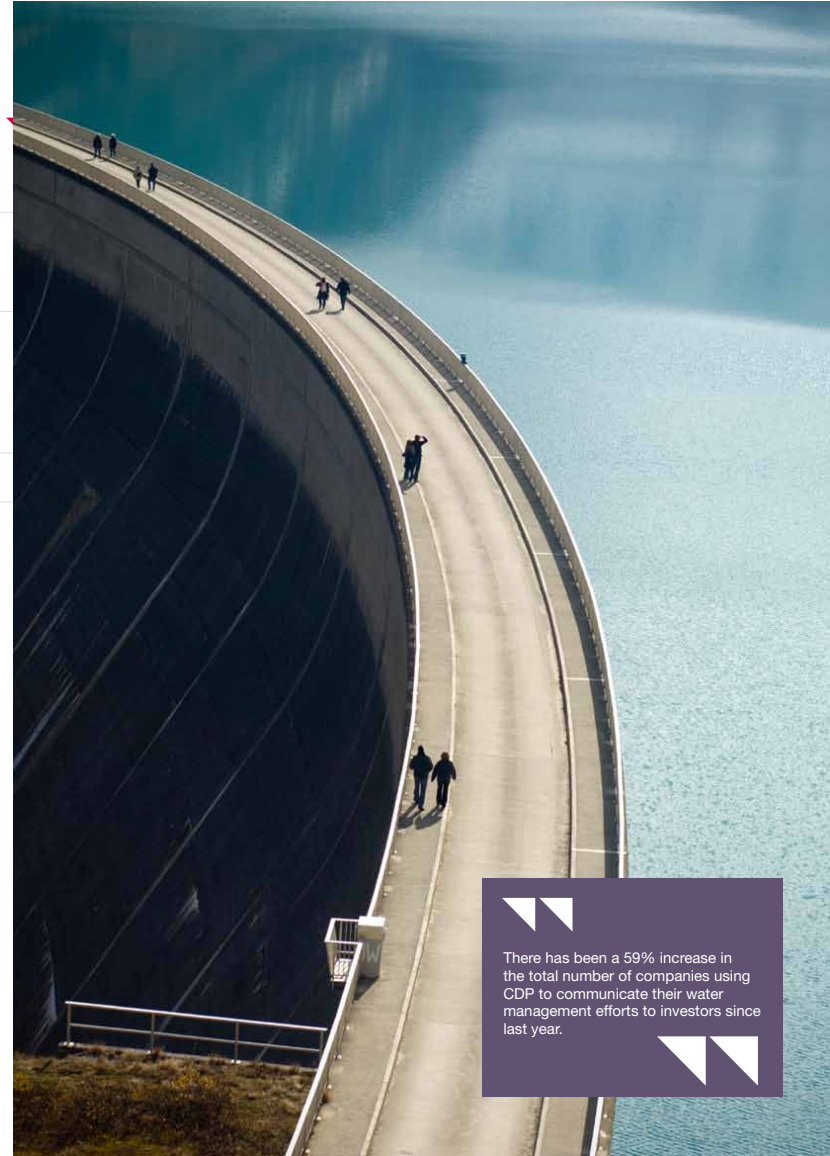
# CSR is an increasingly important path for the corporate sector, and water issues are being upgraded

## Moving beyond business as usual

A need for a step change in water risk management  
CDP Global Water Report 2013

Written on behalf of 530 investors with US\$57 trillion in assets

There has been a 59% increase in the total number of companies using CDP to communicate their water management efforts to investors since last year.



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# Rationale for business of addressing water scarcity

- **Direct cost-benefit**

- Scarce water would cost more, and even temporary interruption of supply could damage many industries which are dependent on clean water, directly or in their supply chain (or where the power supply or cooling is water-generated).

- **Reputation**

- Unsustainable water use could damage a company's image through negative publicity and increased public scrutiny.

- **Risk of increased legislation**

- Voluntary corporate action may avert harsher restrictions which raise costs further. However, the study suggests that regulatory pressures are one of most successful means of generating voluntary environmental management approaches

- **Risk of requirement to invest in water supply**

- There is a growing expectation for corporate investment in water management; currently, to relieve public funds that now account for 95 per cent of investment.

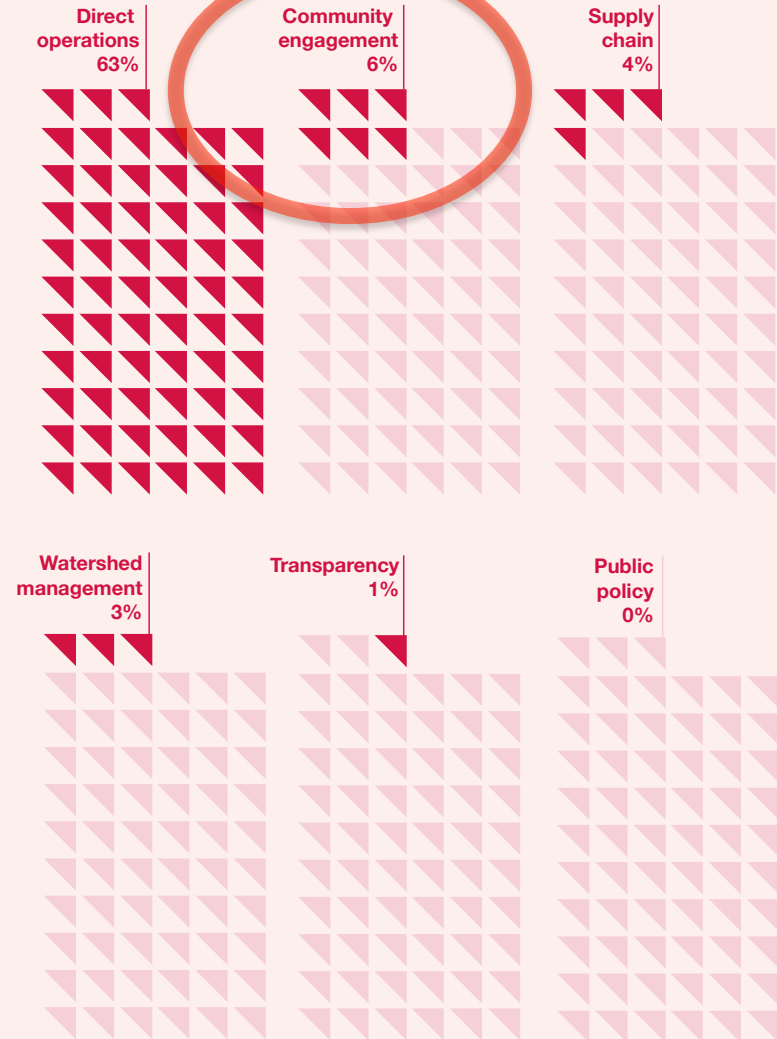
# CDP Conclusions, Water Disclosure Project 2013

- **Water risks are increasing**
  - 70% see water as substantive risk
  - 64% expect risk to impact within 5 years
  - 16% increase in risks as reported by companies, year over year
- **Water stewardship activities are lacking, exposing companies to risks that could be mitigated.**
  - 63% set targets for direct operations
  - Risks overlooked
  - Opportunities missed
- **Investors must encourage companies to address water-related risks and associated impacts to financial performance.**
  - Promote water stewardship as forward-looking strategy

Corporate community outreach and dialogue regarding water is not impressive

11 Proportion of respondents setting concrete targets or goals by type (% of respondents)

2013



# Using less water in production processes



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The water challenge in the built environment is to use as little as possible of different water types in the most appropriate way.

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Target –  
Net zero  
water use  
(for buildings)

Zero potable  
water for  
construction  
(for civil/infrastructure)

In some Skanska markets water stress and scarcity is an existing and growing challenge. Changes in rainfall also increase the vulnerability of the built environment to, for example, flooding. As a developer and construction company, Skanska must be able to adapt its products and services while reducing its own direct impacts.

Skanska's vision is net zero water use for buildings and zero potable water use for construction for civil/infrastructure. This encourages a beyond compliance mindset which leads to solutions that are likely to be more resilient to climate change and future environmental regulations.

Our approach to water is threefold: first, to increase water efficiency in our construction processes and in operational phase of the structure; second, where applicable, to substitute potable water for alternative quality grades, and reuse and recycle water; third, to utilize our expertise and risk management to help our customers address changing rainfall patterns brought about by climate change.

# Reducing domestic water use



We are reliant on sufficient water to irrigate the crops we need. Even more significantly, the product categories in which Unilever operates account for more than 90% of domestic water use, from washing dishes to cleaning hair, skin and clothes.

So, as water becomes less available, people will start to make trade-offs about which tasks will get their scarce ration of water. This will limit the use of our products and our future growth, especially in developing markets.

As part of the ~~Unilever Sustainable Living Plan~~ we have a bold reduction goal to halve the water associated with the consumer use of our products by 2020.



# Community engagement



## Kemira and Stora Enso launch a unique water stewardship project in Guangxi, China

28/11/2013 PRESS RELEASE

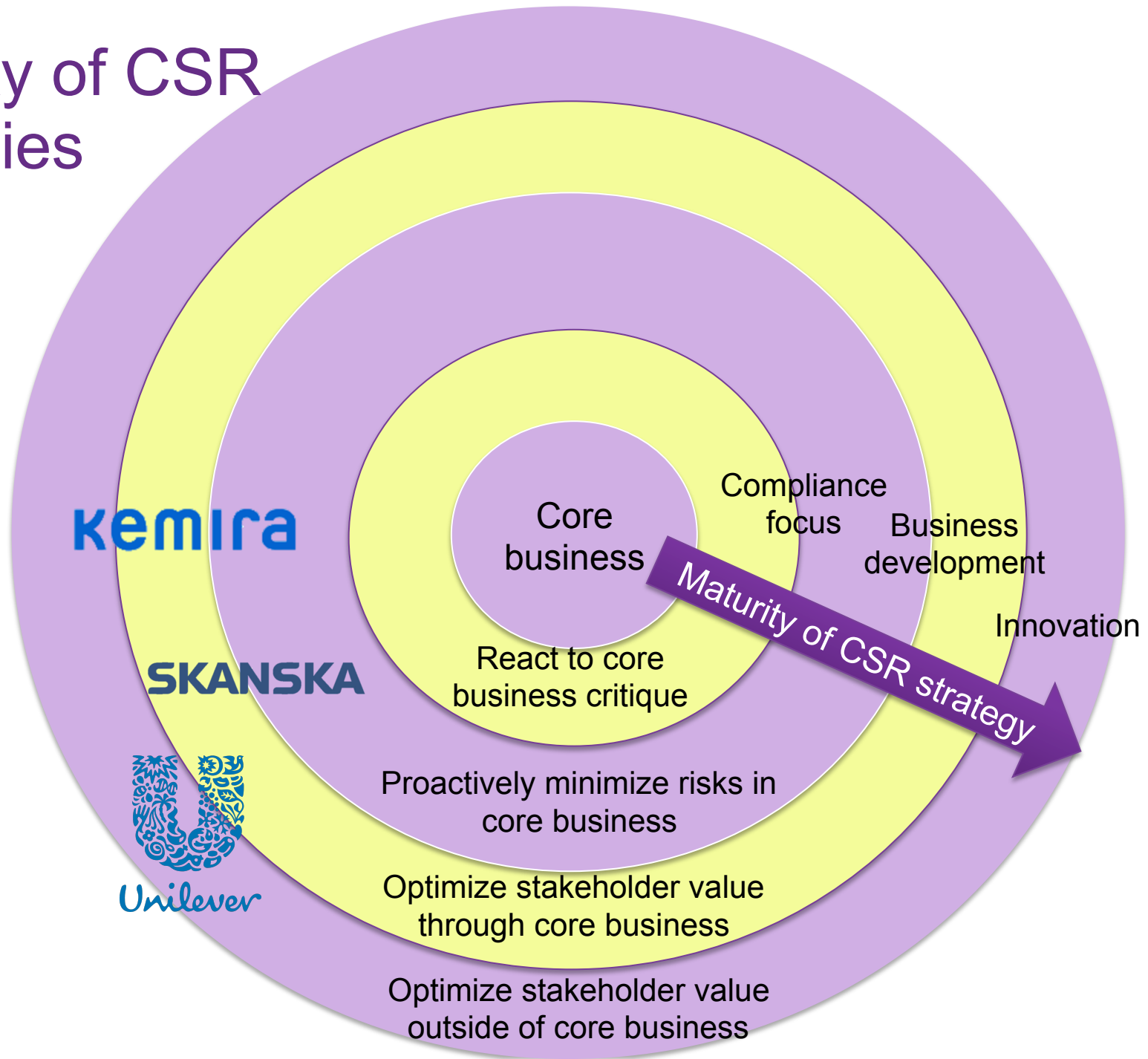
Kemira Oyj  
Press Release  
November 28, 2013 at 9 am (CET+1)

Kemira and Stora Enso have today announced the launch of a joint project to promote responsible water management and community engagement in Guangxi Province in Southern China. Water is a crucial resource for sustainable plantation forestry in Guangxi, where Stora Enso leases 90 000 hectares of land and manages eucalyptus tree plantations. The new project aims to find new solutions for responsible water management through stakeholder surveys, community work and water-related capacity building.

The project brings together Kemira's world class know-how on water quality and quantity management, Stora Enso's expertise on tree plantation management, and local communities' practical knowledge and experiences related to water issues in Guangxi. The project will enhance local competence in water management and increase awareness of water issues among industries and communities in the Beihai region of Guangxi Province.



# Maturity of CSR strategies



# Global Compact / Accenture Global CEO study September 2013

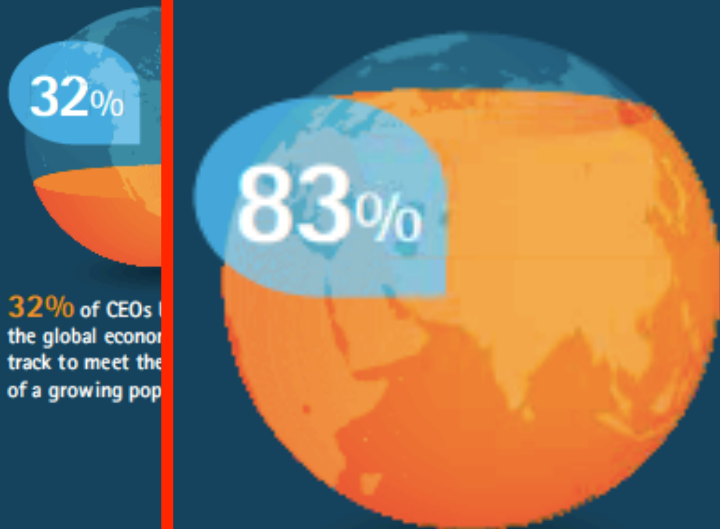
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**accenture**



## By the numbers

### A New Global Architecture

Our survey of 1,000 CEOs across 103 countries and 27 industries gives a unique insight into business leaders' views on the pathway towards a sustainable economy.



32% of CEOs believe that the global economy is on track to meet the needs of a growing population.

**83%** of CEOs believe that government policymaking and regulation will be critical to progress

Workshop on  
Mainstreaming Gender and CSR in water  
policy-related work 2-4 March 2015  
GWP-Med Host Institute Office, Kyrristou 12,  
Athens, Greece



Thank you!

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