

An aerial photograph of a large reservoir or dam system. The water is a deep blue, surrounded by green and brown fields. The landscape is flat with some distant hills under a clear sky.

# WWF, Water and the Economy

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ETH Zürich



# WWF & Water: Beyond footprint?

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1. WWF and Water Footprint: “how water flows through economy”
2. Water Stewardship & Water Risk
3. Concluding remarks



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# Water @ WWF

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## **Global Freshwater Strategy** *Securing water for people and nature*

*Keeping rivers flowing*

*Safeguarding representative  
freshwater habitats*

### **Water Stewardship**

Promoting Water Stewardship to Reduce Water Footprint Impacts on WWF's priority river basins while meeting the needs for business and agriculture development

### **Water Security**

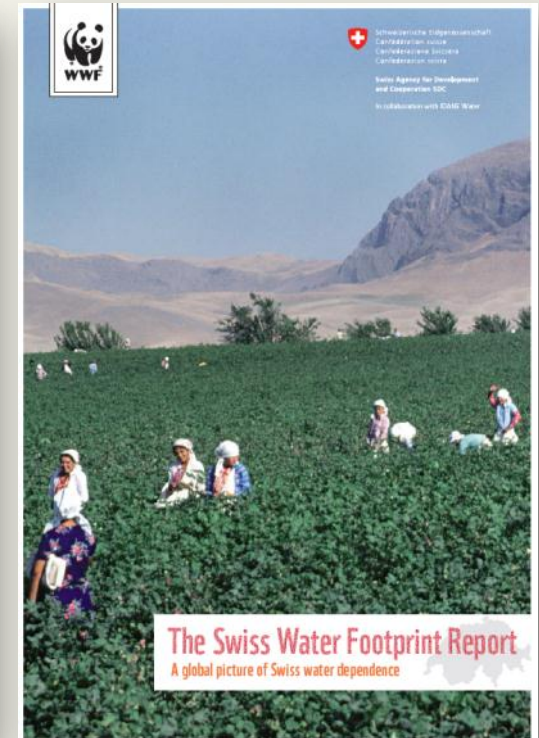
Promoting Responsible Water Infrastructure and Securing Sustainable Flows to safeguard hydrological regimes that freshwater flora and fauna rely on, while meeting water demands for basic needs, social purposes and economic development

### **Water Conservation**

Protecting Representative Freshwater Habitats and where possible, to establish freshwater conservation networks in WWF's priority river basins, to secure freshwater dependant flora and fauna



## Water Footprint - Country reports



Great **successes** in terms of:

- Kicking off public discourse on water
- Engaging a new actors

But **limits** in:

- Influencing policy
- Deriving concrete water strategies



Fostering critical debates beyond our fencelines...



<http://www.water-alternatives.org/>  
2012. Volume 5 Issue 3



## WWF & Water Footprint

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- Many ways to use water footprint
- Footprints can be useful as a first step
- Opens a complex debate
- Not an end in itself



## Water Footprint – we need a broader understanding

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Perspective of WF as a:

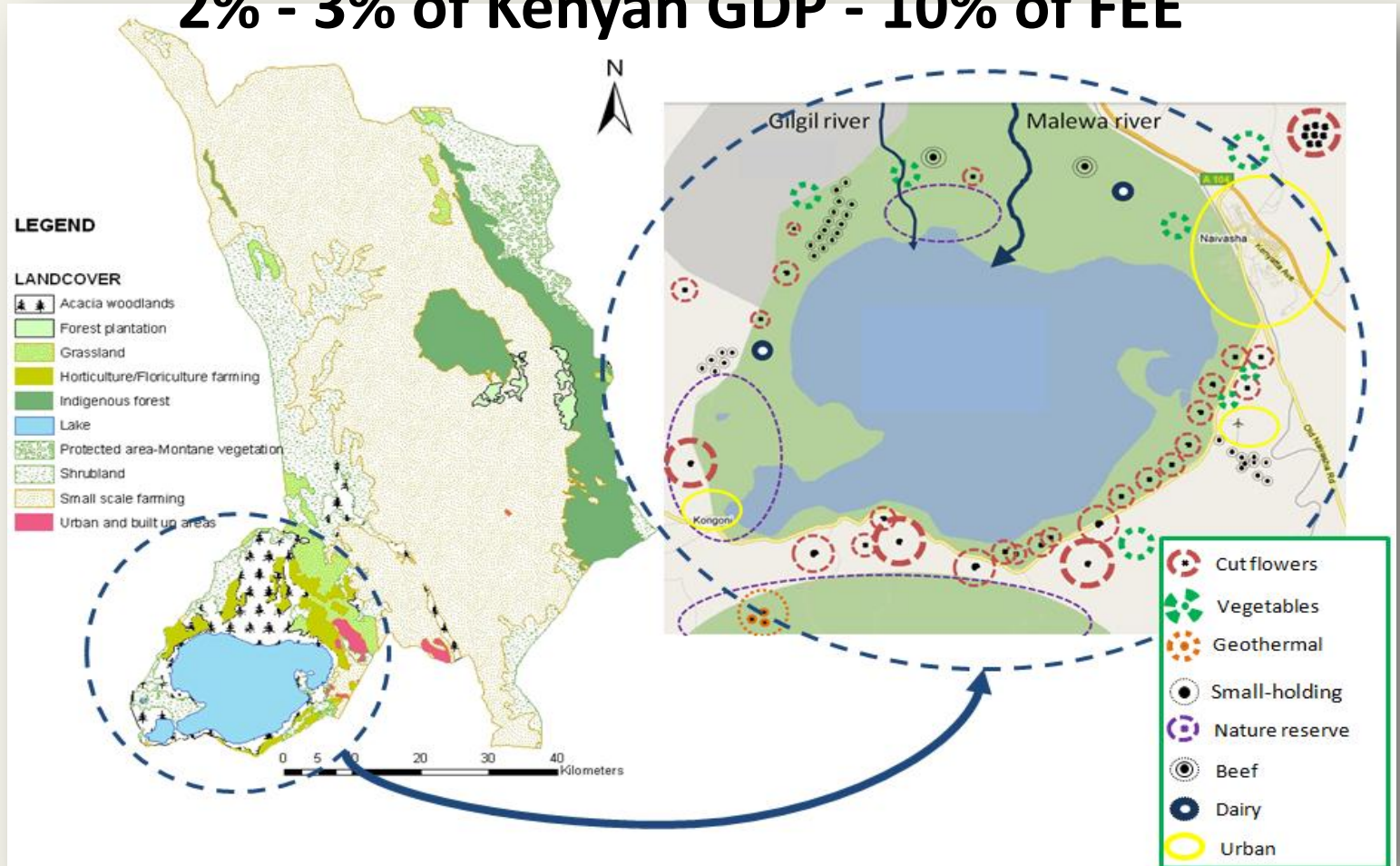
- Metric – Accounting tool with focus on number
- Method – Process itself can lead to dialogue, focus on involving key decision-makers
- **Metaphor – Flow of water through economy, building narrative**



# Beyond Footprint: economic value of water

Lake Naivasha, Kenya

**2% - 3% of Kenyan GDP - 10% of FEE**



# Water Footprint – Food security/Nexus



Contents lists available at [SciVerse ScienceDirect](http://SciVerse.ScienceDirect.com)

## Global Environmental Change

journal homepage: [www.elsevier.com/locate/gloenvcha](http://www.elsevier.com/locate/gloenvcha)

### Dams on the Mekong River: Lost fish protein and threatened water resources

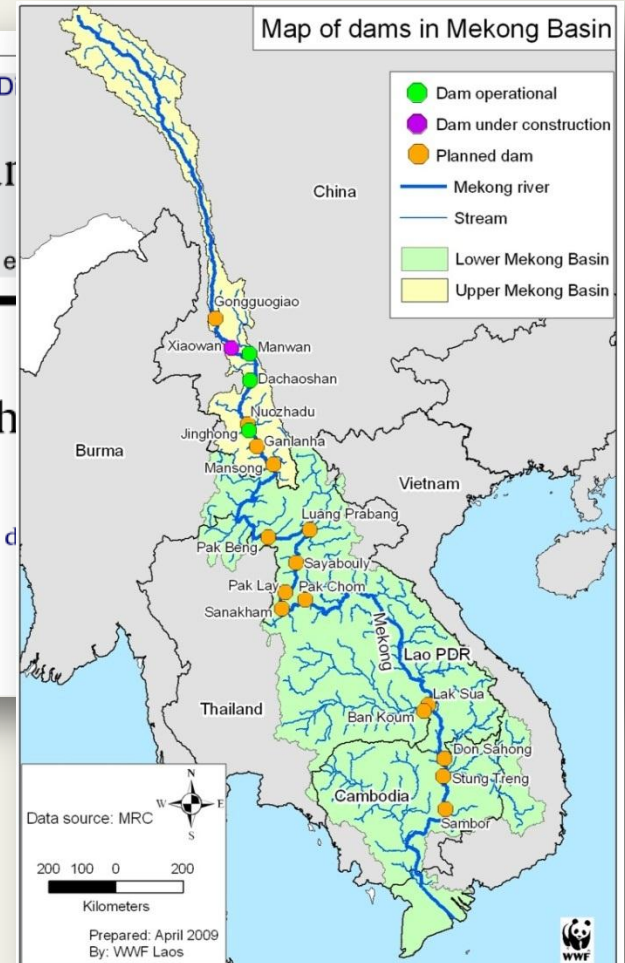
Stuart Orr <sup>a,\*</sup>, Jamie Pittock <sup>b</sup>, Ashok Chapagain <sup>c</sup>, David Dumaresq <sup>d</sup>

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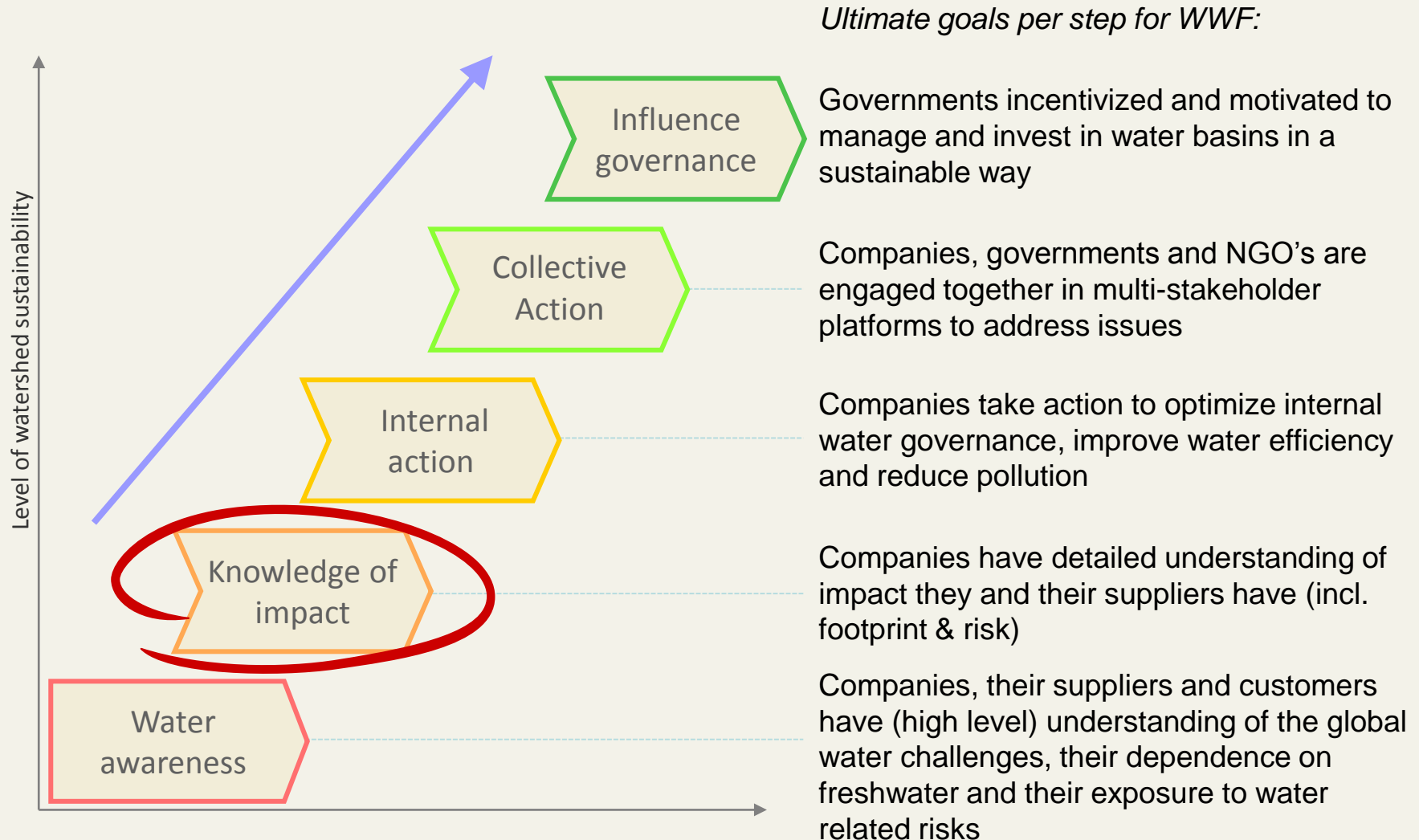
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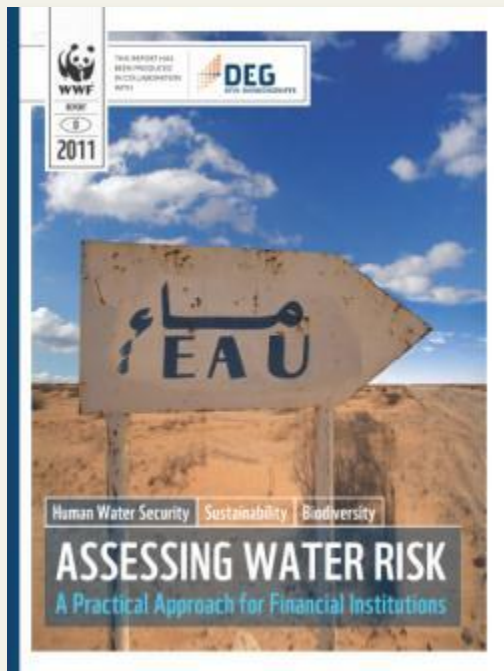


# Understanding where footprint and risk sit





# WWF-DEG Water Risk Filter



The screenshot shows the homepage of the Water Risk Filter website. At the top, there are logos for WWF and DEG, and the text 'PRODUCED IN COLLABORATION WITH'. The main navigation bar includes 'WATER RISK FILTER', language options (EN, BP), and user options (Guest, Sign in). Below the navigation bar, there are links for 'Quick View', 'Full Assessment', 'Maps', 'Mitigation', and 'Knowledge Base'. The main content area features a large banner with a desert background and a signpost, with the text 'The Water Risk Filter' and 'First tool to quantify water-related risks for all industries in all countries'. To the right of the banner are three featured articles with images and brief descriptions. Below the banner, there are sections for 'Water Stewardship' (34 publications), 'Tutorial' (99/97142), and 'User Manual' (25 pages). A 'WATER RISK NEWS' section highlights 'Adding section "Mitigation Tool"' (25 Nov). On the right side, there is a 'LOG IN' section with a login form and a 'TESTIMONIALS' section featuring 'Coca Cola' and 'comf' (COMETA). At the bottom right, there is a 'Contact us' section with the WWF International email address: waterstewardship@wwf.int.org.

<http://waterriskfilter.panda.org/>



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## Beyond footprint – capturing risk & defining response

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- Away from footprint into risk! All about external environment risk – how you are impacted
- LCA, risk & footprint - about impact & disclosure - help to define response
- Footprint of supply chain – interesting but so what?
- People want to know what you are doing – LCA / footprint has limits here!
- For WWF, focus shifted from metric to story (How WF connects to jobs, food security, energy, health, industries)
- Policy realm less in metric, more in metaphor – “water in the economy“ (WWF’s recent engagement in TK, NBI, ZA etc.)



## Credibility of water stewardship – public perception?

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What outcome will our water-related work have?

- Key not whether we find perfect methodology, or perfect numbers – but whether findings & response are **legitimate and of concern**
- Even most transparent disclosure, analysis or risk matrix won't protect a company or a product – only a **credible response** understood by the public will do that





Vielen Dank!  
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