

BUSINESS ROADMAP GUIDE AGAINST BLUE WASHING

in water accountability, water compensation mechanisms and water credits

DON'TS

DO'S

1

DO YOUR HOMEWORK FIRST: ASSESS YOUR INTERNAL WATER CONSUMPTION AND WATER FOOTPRINT (ISO 14046)

Perform your ISO 14046 Water Footprint and assess your internal consumption of water for what concerns our own company with the help of a certifying body. Do your water disclosure declaration.

2

ASSESS YOUR EXTERNAL WATER FOOTPRINT

Assess your external water footprint: the water footprint contained in your supply chain, and not related to your internal operations as a factory/company.

3

PLAN YOUR REDUCTION OF INTERNAL WATER CONSUMPTION FROM HERE TO 2030 AND 2050

Publish a roadmap with a reduction plan regarding your own internal water consumption reduction; keep track of it and inform your customers and consumers.

4

AVOID BLUE WASHING: BEAR IN MIND THAT YOU CANNOT COMPENSATE ELSEWHERE ABROAD YOUR INTERNAL LOCAL WATER CONSUMPTION

You can only compensate with water compensation mechanisms and water credits abroad, the water footprint of your external supply chain material / raw material / primary material. You cannot compensate somewhere else your local consumption of water and your water withdrawals. Water is a local resource.

5

ACCORDING TO THE EUROPEAN UNION REGULATIONS, YOU ARE ACCOUNTABLE FOR THE POLLUTION YOU GENERATE AND ARE MANDATED TO TREAT THE POLLUTANTS YOU RELEASE

The EU Water Framework Directive (2000/60/EC) establishes a framework for the protection of inland surface waters, transitional waters, coastal waters and groundwater according to which who pollutes must pay for depuration of water.

6

ONCE ASSESSED THE EXTERNAL WATER FOOTPRINT OF YOUR SUPPLY CHAIN, TRY TO IMPROVE THAT, AND DEVISE A PLAN FOR 2030 AND FOR 2050 REDUCTION

Can you buy your raw material / input items needed for your production from a less hydro vulnerable location? If not, you can implement water compensation mechanisms and water credits in the same country or region of provenience of your raw material, to restore or compensate the water environment that you indirectly use.

7

DO NOT OMIT YOUR WATER INFO

Do not omit important information that would reveal your company's true impact on local water resources. Show internal and external water footprint calculations for each product you sell, in litres, mentioning which type of water has been used (recycled water, rainwater, water withdrawals from rivers, aquifers and lakes).

8

COMPENSATION MECHANISMS AND WATER CREDITS MUST BE ACHIEVED ONLY INVOLVING LOCAL STAKEHOLDERS AND GOVERNMENTS

All companies that cannot reach a net zero water use in their external supply chain procurement, and have reached water net zero internally, can compensate locally where the items provenience is located through traceable water credits and water compensation mechanisms.

9

SHOW YOUR PROGRESS

Even if you are not yet a water-net zero company, you can always show your progress, first of all in your internal production process, and then in your external supply chain. It is always good to disclose your progress.

10

DRAFT YOUR PLAN TOWARD BECOMING WATER NET-ZERO

Water Net Zero represents perfect circularity. It is only possible if all the water used internally in the production process comes from rainwater, wastewater and/or recycled water and - at the same time - the external supply chain comes entirely from recycled material (recycled cotton, recycled paper or from plants, seeds, crops, vegetables and fruit irrigated with recycled/sewage water)

DREAM BIG: BECOMING WATER NET ZERO AS YOUR ULTIMATE GOAL

A real water net zero production will be represented only by those companies that not only reach net zero in their internal operational activities, but also reach net zero in their supply chain procurement operations.

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