

# Water at Risk 22.3.2017

How to motivate businesses to finding solutions?

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## Aims and agenda

The session discusses how to make business from Corporate Social Responsibility and how to promote sector leadership by a proactive approach? In addition, the session identifies ways to motivate business to find water-smart solutions. What kind of support, what kind of incentives would help, and what kind knowledge is missing?

What motivates a company to be proactive? How can a company retain both sector and CSR leadership?

**Introduction:** “Sector leadership by proactive approach to CSR. Case Water Stewardship Guangxi”. Tomas Biström, Kemira

**Team work**

**Wrap-up**



# Instructions to teams

- Short introductions
- Choose Chair and Secretary
- Discuss the basics x 4:
  - Opportunities
  - Constraints
  - Necessary changes
  - Key actors
- Identify 2 main solutions for “voting” -> top 3 suggestions of this group

# To discuss

- **Opportunities**
- **Constraints**
- **Necessary changes**
- **Key actors**

## Supportive questions:

- What motivates a company to be proactive?
- How much is it about lack of information? Or other constraints? How to support?
- How can a company retain both sector and CSR leadership?
- What does CSR really mean, is it more a reputation or a real business factor?
- What's the other side of investments to CSR - what is there to be gained?
- How could public sector support companies in this?
- Are investors interested to CSR in companies?
- Can all companies be assumed to be able to affect and control the whole supply chain in terms of CSR? How should they do it?
- Would a specific price for best performer motivate companies in CSR?
- How about water stewardship standards or a Finnish 'commitment'?
- What are you supposed to do if a scandal happens (like Brazilian meat case)?

**-> Your main solution suggestions x 2**

# Suggested solutions

## Group 1:

Promote networking in strategic planning in order to enhance possibilities to find new partners and opportunities

Facilitate getting to know local situations and risks better before actions

Finding motivation in saving costs

## Group 2:

Motivation: Avoiding risks

Motivation: Meeting the expectations of the society, expressed in Agenda2030 and SDGs

To do: Peer-learning and shared frameworks– e.g. Water stewardship commitment

To do: Identify risk hotspots and then collaborative action with other water users, governments, stakeholders – location and context specific

## Group 3:

Always to have a business case in some format

Platform for contacting innovations for big businesses – encourage SMEs to approach

Think globally, substance/company based; not country based

## Group 4:

Awareness raising, information & knowledge sharing -> stakeholders know and can require; understanding that business & sustainability

Pricing & positive feedback as a motivation!

## Suggested solutions top 3

Promote networking & peer-learning through an established platform and/or incorporating into company strategies

-> find new partners and opportunities; learn from examples, encourage SMEs to approach large companies with their innovations, etc.

Shared frameworks and/or pricing to facilitate & motivate businesses – e.g. water stewardship commitment, Stockholm water price

Increase awareness raising and information & knowledge sharing

-> clients and consumers know and can require actions; everybody to understand that business & sustainability can support each other instead of being opposed to each other (e.g. saving costs)