



Water stewardship

the business case for Finnish companies

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FIBS Webinar: How to improve corporate water stewardship
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Take-home messages

- 1. Global water crisis is here*
- 2. Water is an issue for Finnish companies*
- 3. Business case for water builds on responsibility, risks and opportunities*
- 4. Water stewardship is the approach ensuring sustainable water use for all*
- 5. Tools and guidelines exist for each step of water stewardship progression*



1. Global water crisis is here

40-60% of the world's population suffers from water scarcity
(Kummu et al. 2016, UNESCO 2016)

2.1 billion people lack safe drinking water at their home and
4.5 billion safely managed sanitation services
(WHO & UNICEF 2017)

80% of waste water is released untreated to watercourses
(UN-Water 2017)

Water infrastructure needs additional investments of 13.6
billion dollars by 2030
(OECD 2016)

Microplastics and contaminants are threatening water
ecosystems – there could be more plastic than fish in the
seas by 2050
(WEF & Ellen McArthur Foundation 2016)

Impacts of climate change are most evident in the changes of
the water cycle
(Oki & Kanae 2008)



2. *Water is an issue for Finnish companies*

35 % of river, 15 % of lake and 75 % of Finnish coastal water area is in worse than good condition

(Finnish Environment Institute 2019)

Finnish companies have operations and suppliers in areas suffering from serious water related problems

(WWF Finland 2012)

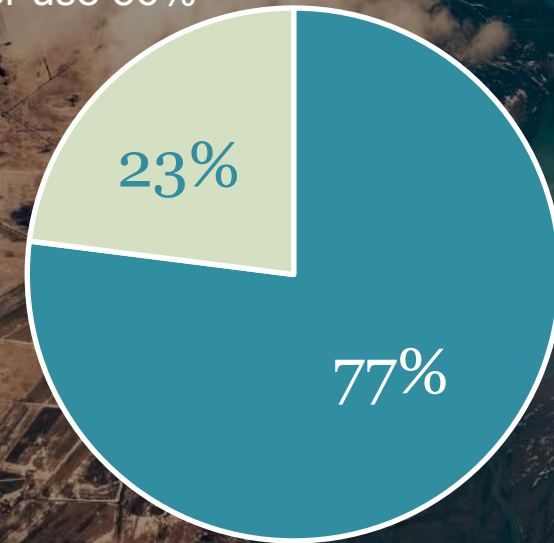
Blue water footprint of Finnish consumption

Water consumption in Finland

Agricultural products 7%

Industrial products 57%

Domestic water use 36%



Water consumption abroad

Agricultural products 78%

Industrial products 22%

(Hoekstra and Mekonnen 2012)

3. Business case for water builds on responsibility, risks and opportunities

Water risks and opportunities

- Physical
- Regulatory
- Reputational and markets
- Financial

”With 19% of water withdrawals coming from industry, and a further 70% from agricultural supply chains, companies have a massive role to play in meeting our global water goal - SDG6.”

(CDP 2019)

4. Water stewardship is the approach ensuring sustainable water use for all

- Managing water risks demands taking into account whole value chain and builds on stakeholder collaboration beyond the fenceline
- Commitment to sustainable management of shared water resource in public interest
- Action ranges from ensuring access to safe water supply and sanitation for employers to developing water policies and governance

“Water stewardship is defined as the “use of water that is socially and culturally equitable, environmentally sustainable and economically beneficial, achieved through a stakeholder-inclusive process that involves site- and catchment-based actions.””

(Alliance for Water Stewardship 2019)

5. Tools and guidelines exist for each step of water stewardship progression

Finnish Water Stewardship Commitment brings together best practices aligned with international initiatives

Joined to date: Fazer, Finlayson, Sinebrychoff, Stora Enso, UPM, Finnish Forest Industries and The Central Union of Agricultural Producers and Forest Owners (MTK)

Part of Society's Commitment to Sustainable Development, the national implementation framework of UN Agenda2030 and SDGs – check out sitoumus2050.fi

Finnish Water Stewardship Commitment



Ministry of Agriculture and Forestry of Finland



Ympäristöministeriö
Miljöministeriet
Ministry of the Environment

Ulkoministeriö
Utrikesministeriet



Ministry for Foreign Affairs of Finland

Let's make Finnish companies the most responsible water stewards in the world by 2030!

Welcome to a water stewardship roadmap launch event and workshop 25th of October at VTT in Otaniemi, Espoo 8.45am-12.30am!

Get in touch for more information.



Thank you!

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