



**WASH
4WORK**

WASH4Work

**Mobilising Business Action
with tools and guidance to
scale up action**

**Stockholm World Water Week
2018**

*Thursday 30 August 2018, 09:00-
10:30, Pillar Hall*



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Introduction and Overview

Guy Hutton

Senior Adviser, UNICEF

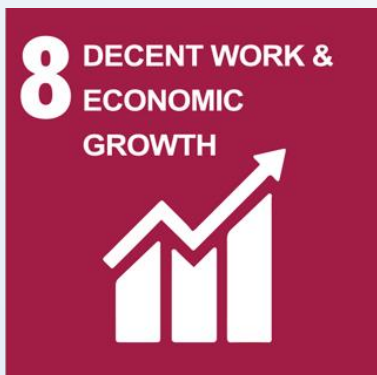
Chair of WASH4Work

WASH4Work Responds to Global Commitments to WASH for Everyone, Everywhere



6.1 By 2030, achieve universal and equitable access to safe and affordable drinking water for all

6.2 By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation



8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment



Challenges in Scaling Up WASH in the Workplace



WASH4Work Has Three Main Areas of Intervention

- 1. WASH in the Workplace** to meet workers' health, safety, comfort and dignity needs
- 2. WASH across Supply Chains** to ensure deep and broad impact
- 3. WASH in the Community**, providing goods & services and ensuring no negative impact of business operations



Water Stewardship is fundamental to incorporate

WASH4WORK Progress & Plans to Scale-Up



The CEO Water Mandate

Increasing uptake (companies, governments)



Events such as Stockholm, WWF and HLPF

Supply chains and voluntary standards report

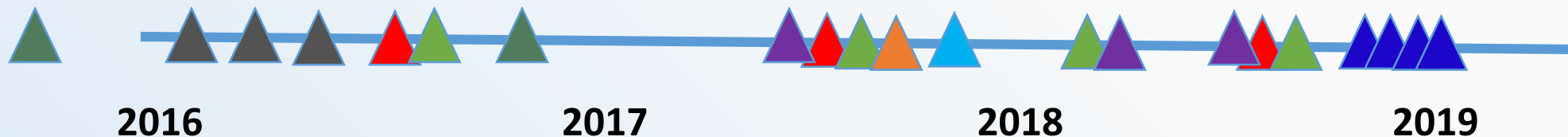
Business case – review, publication, guideline

www.wash4work.org launched with W4W materials

1/4ly SC meetings and annual partnership meeting

WASH in the Workplace packages and guidance materials

WASH4WORK Initiated, Secretariat, Partners, Steering Committee



WASH4Work Has Five Main Work Streams

1. Strengthening the “**Business Case**” for WASH in the workplace
2. Providing clear “**WASH standards**” for different business categories, and a link with broader Water Stewardship
3. “**Government Engagement**” for a conducive policy and regulatory environment and advocacy/technical support
4. Active “**Company Outreach**” to achieve greater uptake of materials and implement
5. Strong “**Communication & Advocacy**” for various key stakeholders and new companies

DIAGEO



GLOBAL CITIZEN



UNITED NATIONS FOUNDATION



The CEO Water Mandate



WaterAid



wbcasd

WSUP
Water & Sanitation
for the Urban Poor



ALLIANCE FOR
WATER STEWARDSHIP



WSSCC
WATER SUPPLY & SANITATION
COLLABORATIVE COUNCIL



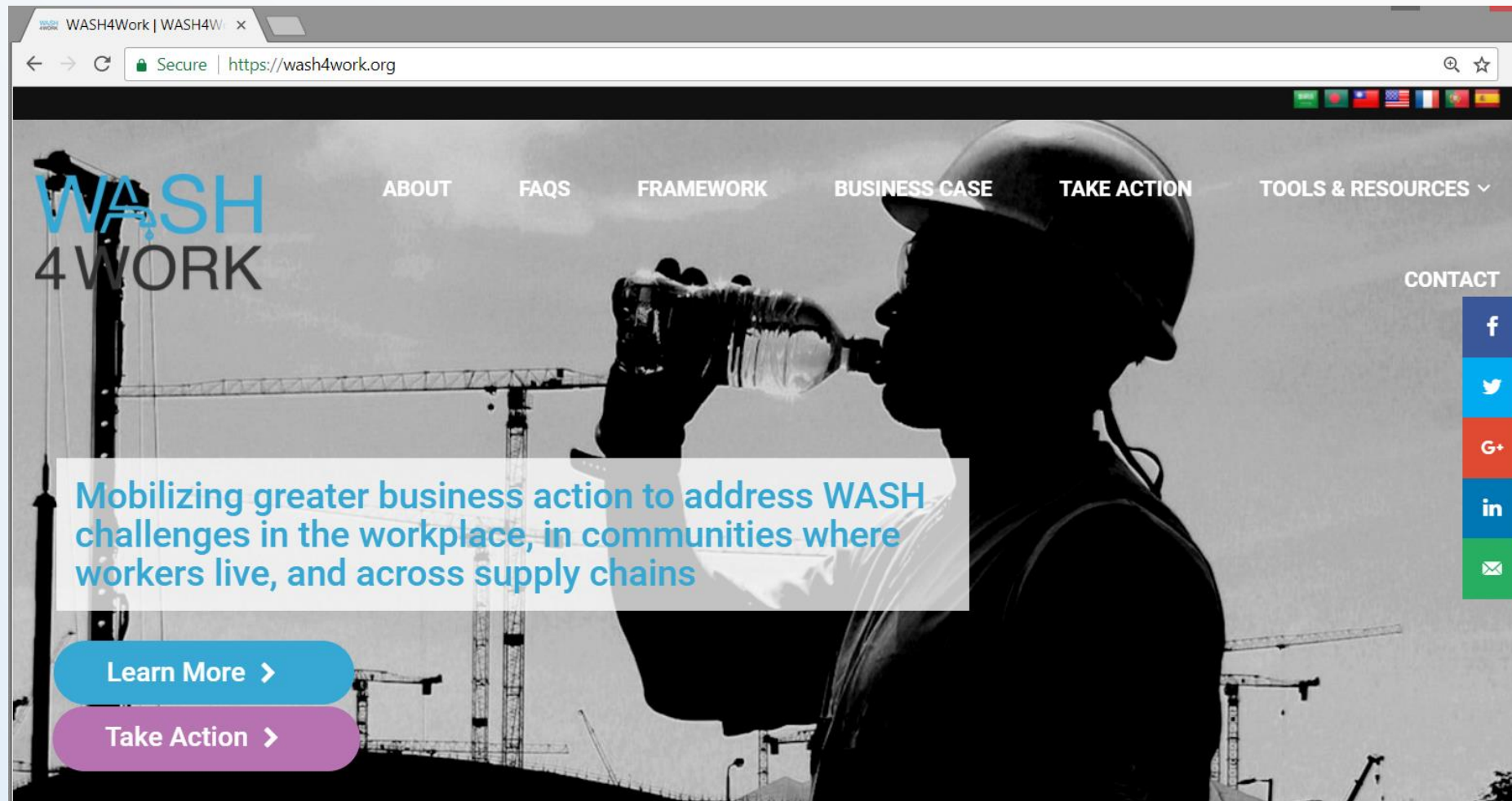
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Thank You

<http://www.wash4work.org>

Guy Hutton, Chair
ghutton@unicef.org

Mai-Lan Ha, Secretariat
mlha@pacinst.org





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Strengthening the Business Case for WASH

Ruth Romer – Private Sector Advisor
WaterAid

30/08/2018



Context: our shared global challenge

- Business is part of the solution to our global WASH crisis
- Progressive companies have shifted their perspective, although a clear business case and a return on investment is compelling
- At a global level, economic case for WASH exists (WHO, 2012)
 - US\$1 invested in sanitation = \$5.5 benefit
 - US\$ 1 invested in water supply = \$2 return
- At company level ROI is largely anecdotal. Quantitative \$ evidence is missing and could help scale-up action

844 million people in the world – one in nine – do not have **clean water** close to home.

2.3 billion people in the world – almost one in three – do not have a **decent toilet** of their own.¹

These figures represent 'basic access' – the first step towards the Sustainable Development Goal (SDG) target of 'safely managed services'. The number of people without this higher level of service is even bigger.



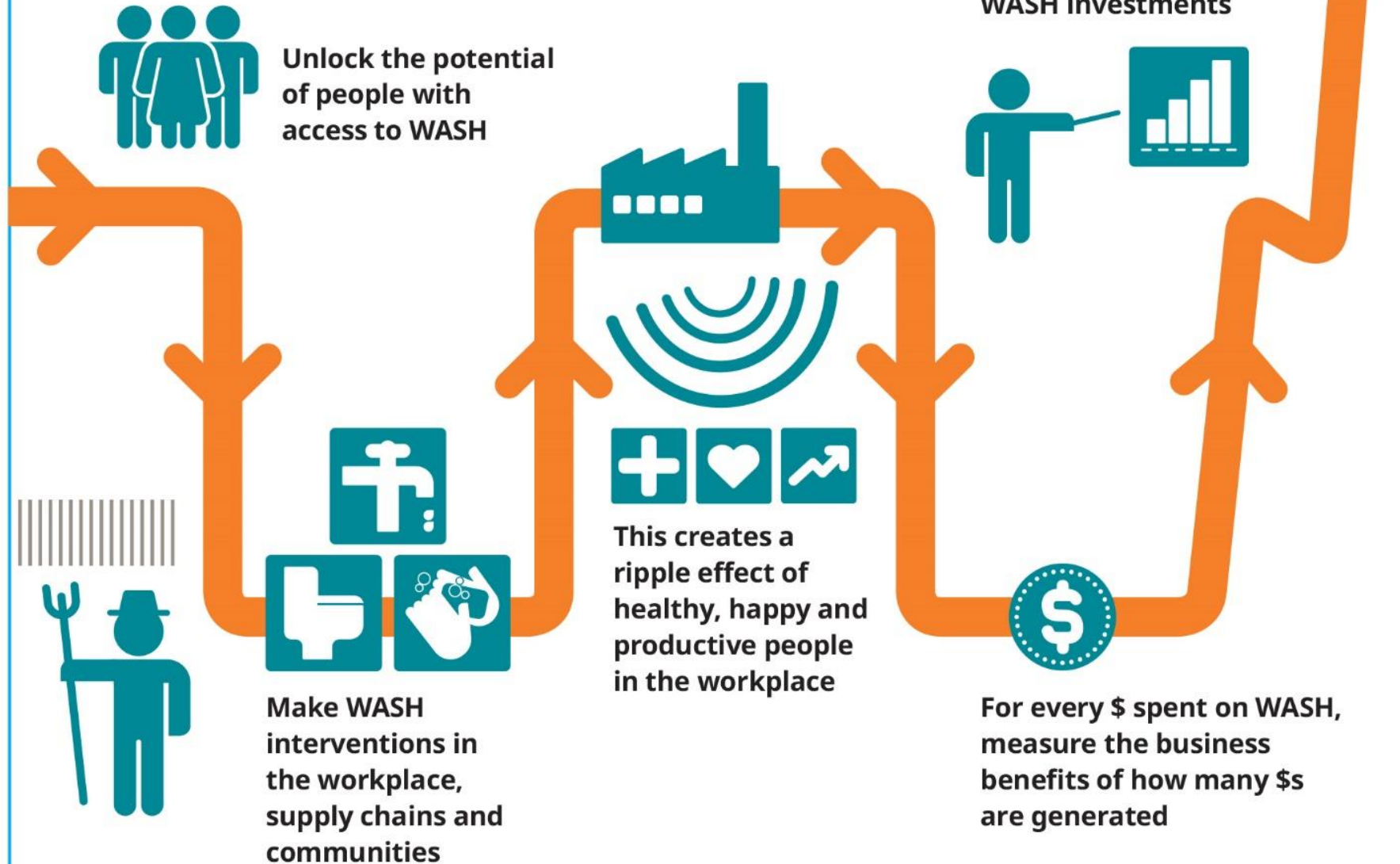
Quantifying business benefits: an opportunity

A new guide – *‘Strengthening the business case for WASH: how to measure value for your business’*

- We need a more robust evidence base to build a stronger business case for investment in WASH
- The practical guide has been championed by WaterAid’s business partners Diageo, Gap Inc. and Unilever, and endorsed by WASH4Work
- The guide will help provide evidence of the benefits and financial value of WASH interventions

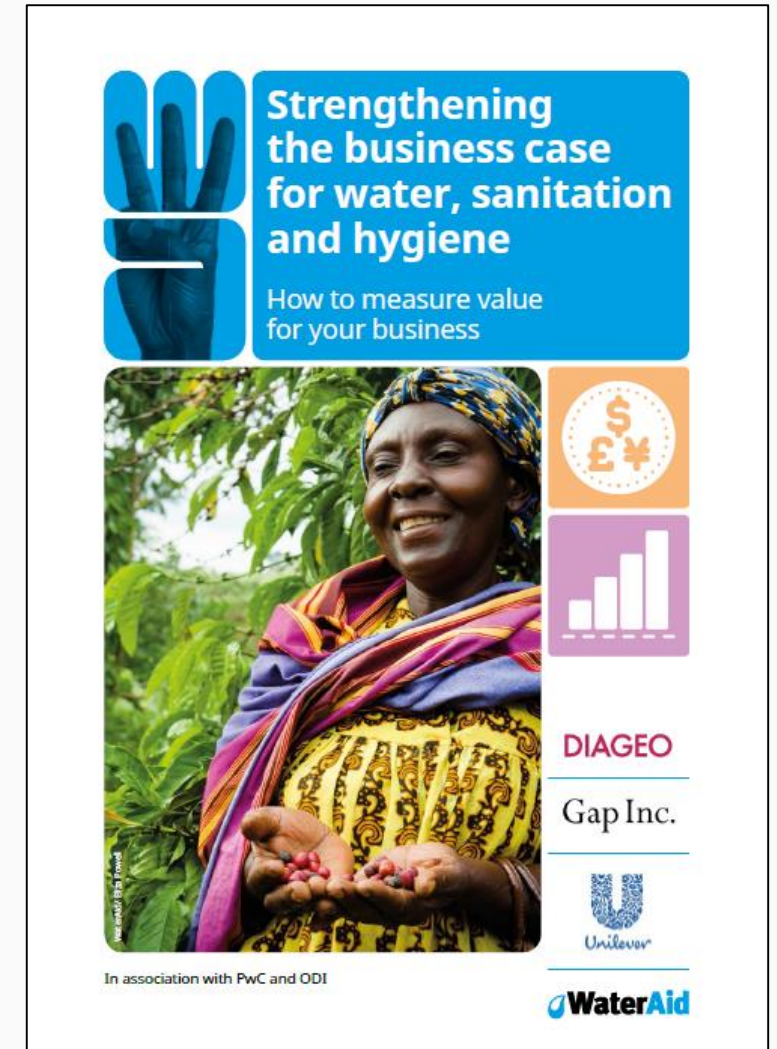


Use the guide to measure the value of WASH interventions to your business



The guide

- **Purpose:** to address the knowledge and data gaps on the ROI for WASH and generate a clearer business case
- **Who is it for:** Progressive / ‘advanced’ companies; those wanting to make the internal case and/or demonstrate leadership
- **Assumptions:** WASH identified as a priority issue; WASH intervention already designed; ROI for WASH is one factor in investment decision making; and competency in data collection
- **Outcome:** ‘For every \$ spent, how many \$s are generated/lost?’



Overview of the contents of the guide

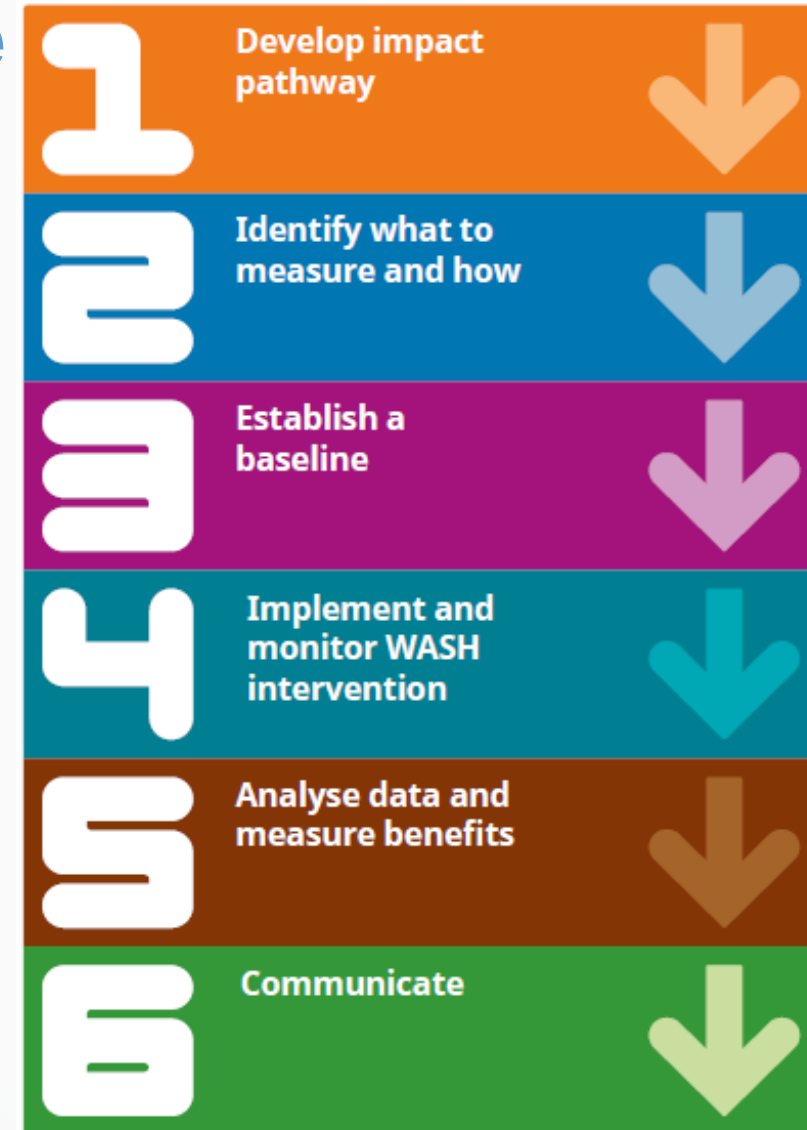
Six steps main steps to measuring the business value of WASH

A **'hypothetical' case study** throughout to illustrate each of the steps

Where possible, it includes **real company examples**

It also includes **appendices** with:

- Example impact pathways
- A list of potential indicators for each impact
- Worked examples for the key impacts we have identified
- References section with key resources for further information on WASH, M&E and measuring social return on investment





Test it, learn from it
and share your
results with us
corporate@wateraid.org





Thank you



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We believe water is a *human right*

Gap Inc. is committed to reducing impacts on people + the environment by:



Conserving 10B liters of water in manufacturing by 2020



Sourcing more sustainable cotton for our products



Providing WASH education and access to safe water



Collaborating with the industry for greater impact

Gap Inc.



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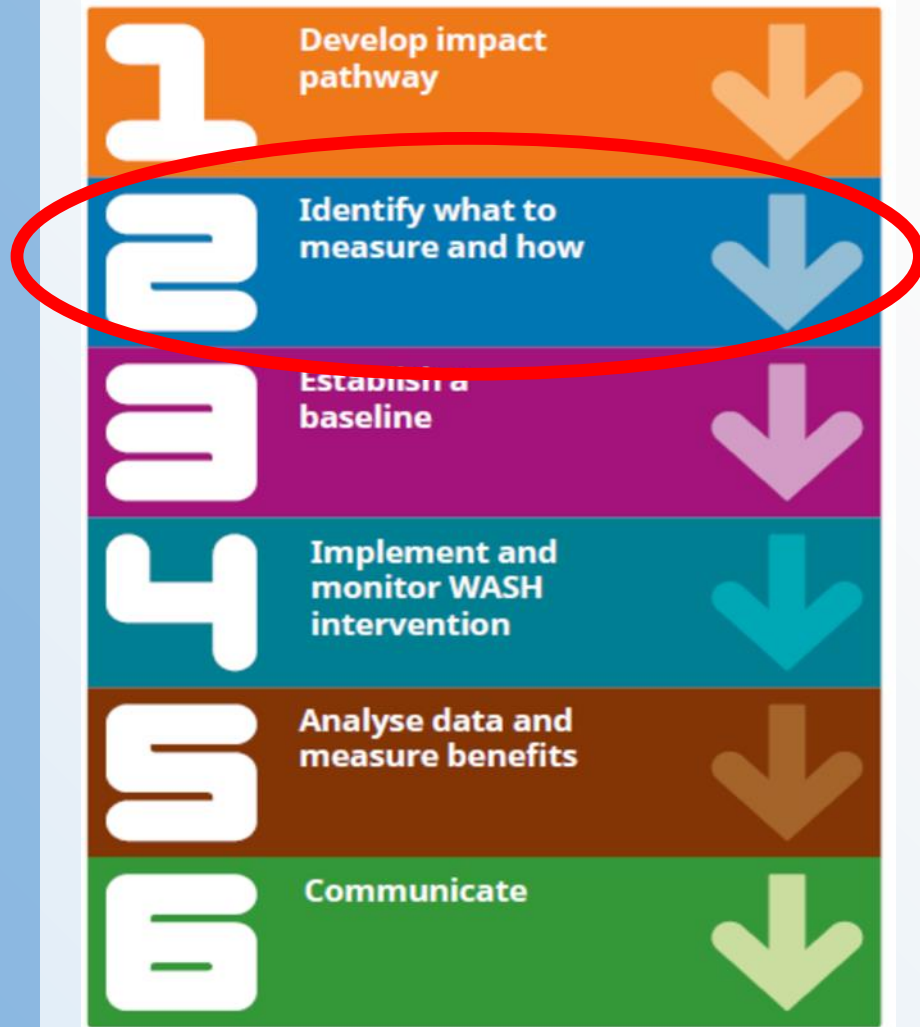
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Deeper diver into the guide – facilitated session

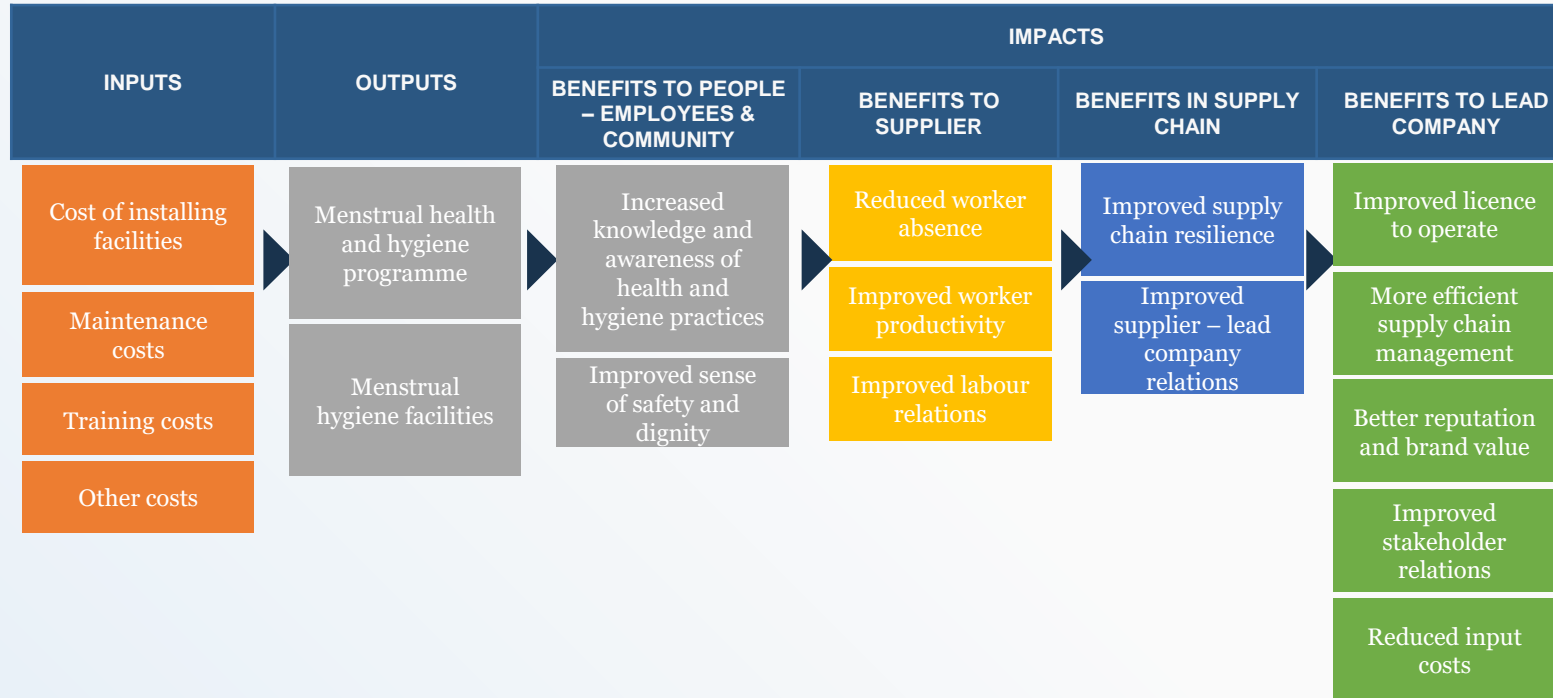


- **Hypothetical cases** – factory and field scenario
 - Triggers for discussion
- Focus on **step 2**
- **Pre-developed impact pathways**
- **Facilitated 20 min** discussion
- **Immerse yourself** in the scenario
 - *Discuss what types of benefits may result?*
 - *How would you measure those benefits?*
 - *What data do you need?*

1

Step 1: Develop the impact pathway for your WASH intervention

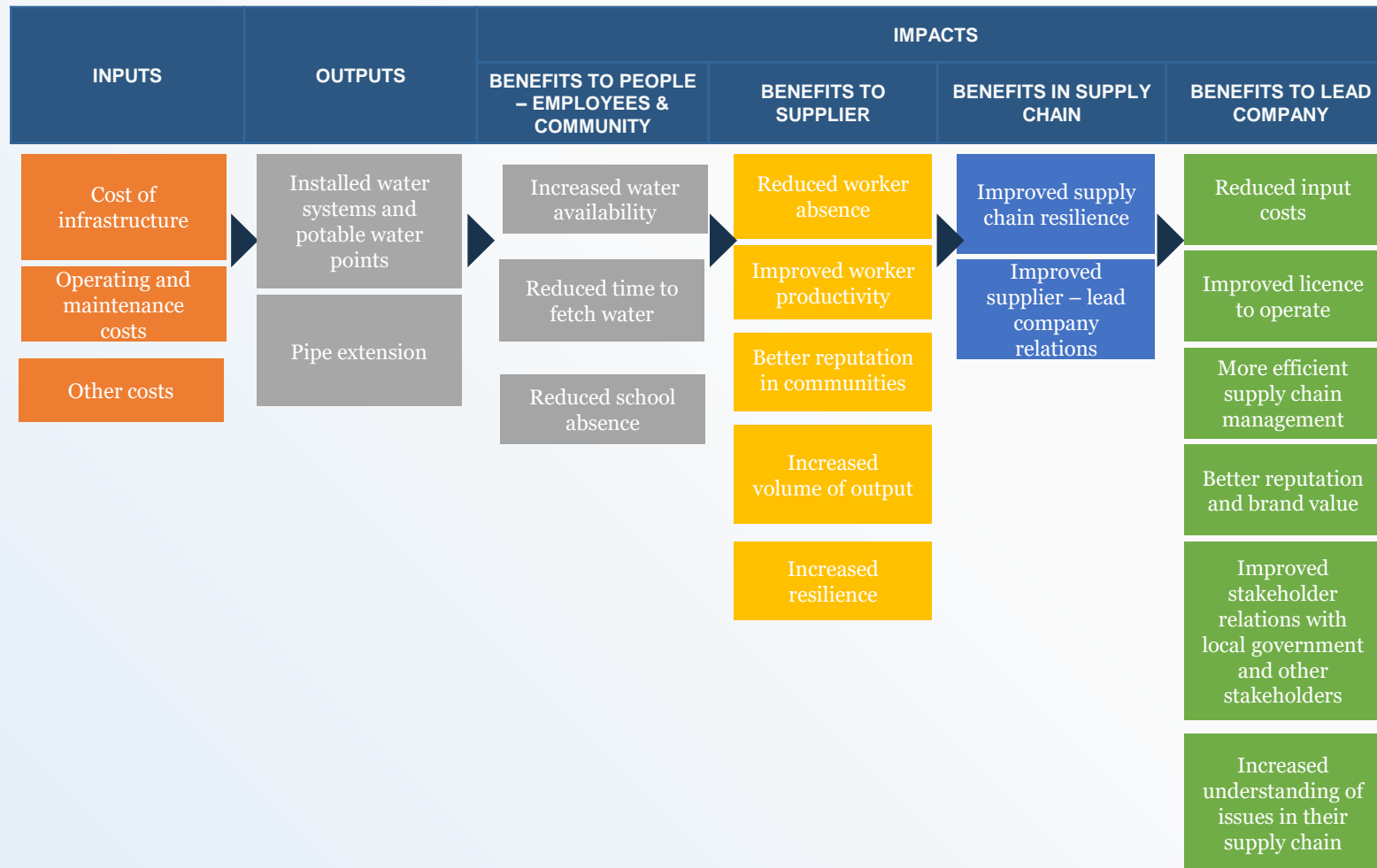
Factory



1

Step 1: Develop the impact pathway for your WASH intervention

Field



Direct business benefits that relate to core business value *

Typically easier to translate into financial value

Examples:

- Absence
- Productivity/efficiency
- Quality (such as reduced error rates)
- Staff turnover
- Operational costs
- Healthcare/clinic costs

Indirect business benefits that relate to wider purpose

Typically more challenging to translate into financial value

Examples:

- Employee loyalty and satisfaction
- Brand value
- Reputation
- Social licence to operate
- Labour relations
- Supplier loyalty
- Supply chain resilience
- Improved economic climate

*This guide focuses on the left column – direct business benefits.



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