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
WASH4Work

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

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
¼ly 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 update of materials and implement
5. Strong “Communication & Advocacy” for various key stakeholders and new companies
Thank You

http://www.wash4work.org

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Mobilizing greater business action to address WASH challenges in the workplace, in communities where workers live, and across supply chains
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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
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

Unlock the potential of people with access to WASH

Make WASH interventions in the workplace, supply chains and communities

This creates a ripple effect of healthy, happy and productive people in the workplace

For every $ spent on WASH, measure the business benefits of how many $s are generated

Communicate the ROI from your WASH investments
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
WASH4Work

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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?
# Step 1: Develop the impact pathway for your WASH intervention

## Factory

<table>
<thead>
<tr>
<th>INPUTS</th>
<th>OUTPUTS</th>
<th>BENEFITS TO PEOPLE – EMPLOYEES &amp; COMMUNITY</th>
<th>BENEFITS TO SUPPLIER</th>
<th>BENEFITS IN SUPPLY CHAIN</th>
<th>BENEFITS TO LEAD COMPANY</th>
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</thead>
<tbody>
<tr>
<td>Cost of installing facilities</td>
<td>Menstrual health and hygiene programme</td>
<td>Increased knowledge and awareness of health and hygiene practices</td>
<td>Reduced worker absence</td>
<td>Improved supply chain resilience</td>
<td>Improved licence to operate</td>
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<tr>
<td>Maintenance costs</td>
<td>Menstrual hygiene facilities</td>
<td>Improved sense of safety and dignity</td>
<td>Improved worker productivity</td>
<td>Improved supplier – lead company relations</td>
<td>More efficient supply chain management</td>
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<td>Training costs</td>
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<td>Better reputation and brand value</td>
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<td>Other costs</td>
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<td>Improved stakeholder relations</td>
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<td>Reduced input costs</td>
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</table>
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<tbody>
<tr>
<td>Cost of infrastructure</td>
<td>Installed water systems and potable water points</td>
<td>Reduced worker absence</td>
<td>Improved supply chain resilience</td>
<td>Reduced input costs</td>
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<tr>
<td>Operating and maintenance costs</td>
<td>Pipe extension</td>
<td>Increased water availability</td>
<td>Improved supplier – lead company relations</td>
<td>Improved licence to operate</td>
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<td>Other costs</td>
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<td>Reduced time to fetch water</td>
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<td>Reduced school absence</td>
<td>Increased volume of output</td>
<td>More efficient supply chain management</td>
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<td>Increased resilience</td>
<td>Better reputation and brand value</td>
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<td>Increased understanding of issues in their supply chain</td>
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<td>Direct business benefits that relate to core business value *</td>
<td>Indirect business benefits that relate to wider purpose</td>
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<td>Typically easier to translate into financial value</td>
<td>Typically more challenging to translate into financial value</td>
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<td><strong>Examples:</strong></td>
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<tr>
<td>• Absence</td>
<td>• Employee loyalty and satisfaction</td>
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<td>• Productivity/efficiency</td>
<td>• Brand value</td>
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<td>• Quality (such as reduced error rates)</td>
<td>• Reputation</td>
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<td>• Staff turnover</td>
<td>• Social licence to operate</td>
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<td>• Operational costs</td>
<td>• Labour relations</td>
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<td>• Healthcare/clinic costs</td>
<td>• Supplier loyalty</td>
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<td>• Supply chain resilience</td>
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<td>• Improved economic climate</td>
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*This guide focuses on the left column – direct business benefits.*
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