



WASH Pledge

Briefing

2021



Welcome and Introductions

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About WBCSD

A bright sun is rising over a layer of white clouds, creating a lens flare effect. The sky is a clear, deep blue.

Business leadership for a sustainable future •

World Business Council for Sustainable Development (WBCSD)

200 global companies united around a common vision
creating a world in which over 9 billion people are all living well
and within planetary boundaries by 2050

A photograph of a beach covered in plastic waste, including bottles and bags, under a cloudy sky.

Circular economy

No waste

An aerial view of a city street with a white car in the center, overlaid with white circular and linear patterns representing mobility and connectivity.

Cities & Mobility

Clean & connected

A landscape view of several wind turbines on a grassy hill under a blue sky.

Climate & Energy

Net zero

WBCSD work program focused on 6 system transformations

A person in a plaid shirt working in a field of green plants, holding a tablet.

Food & Nature

Healthy people, healthy planet

A busy city street with people walking and riding bicycles. A Deliveroo delivery person on a bicycle is in the foreground.

People

Meeting basic needs of all

A digital display with colorful data points and numbers, representing sustainable capitalism.

Redefining Value

Sustainable capitalism

Meeting our ambition 2020-21 Priority Action Areas



Stewardship

Promoting the **WASH Pledge** and raising ambition towards meeting SDG6.3 through increasing and improving **wastewater management**



Metrics

Guidance for applying water-related targets and metrics, including science-based targets and **circular water metrics**



Value

Advocating for business to engage in **valuing water initiatives** and developing **water impact protocol** for food system

Members



Partners



WASH

Setting the context

What is WASH?

Providing access to clean drinking water, safe sanitation facilities and proper hygiene practices (WASH)



- A key health and safety issue for companies
- Human Right recognized in 2010
- SDG 6.1 and 6.2 set out to achieve, by 2030, universal access to water and sanitation, with a particular attention on the needs of women and girls



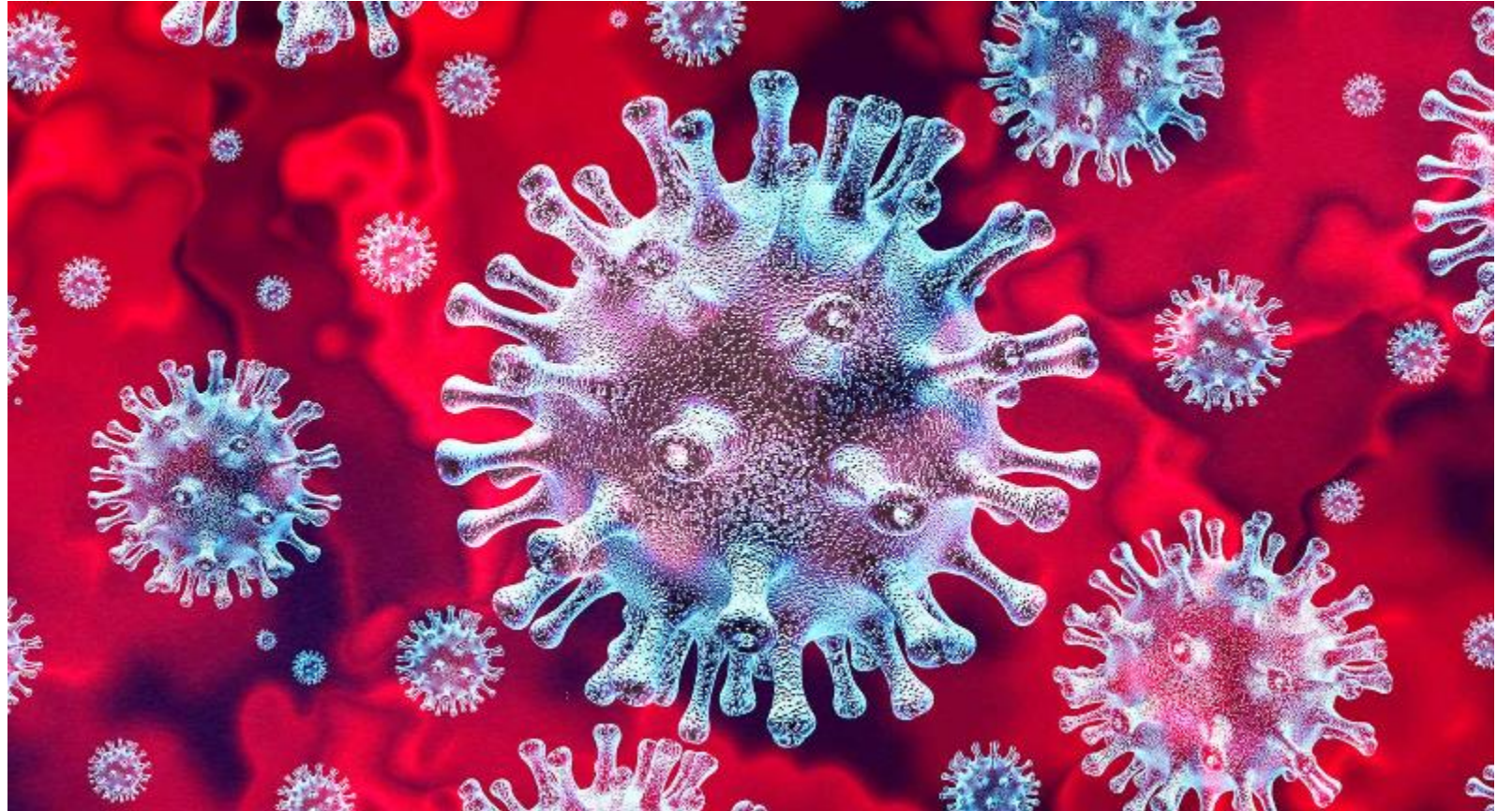
WASH facts and statistics

- **2.2 billion** people lack access to safely managed water
- **Over 4 billion** people lack access to safely managed sanitation
- **3 billion** people lack access to basic handwashing facilities
- Every \$1 invested in water and toilets returns an average of \$4 in **increased productivity**
- The World Bank says promoting hygiene is one of the **most cost-effective** health interventions.



WASH and COVID-19

The COVID-19 pandemic highlights the importance and preventive power of water, sanitation and hygiene (WASH) to human health and well being.



How can businesses contribute to SDG 6 through WASH?

Global advocacy

and your voice to the
ovement

In supply chains & communities

Address WASH in your
supplier codes and engage
locally

WASH access in own operations

Sign & implement the
WASH Pledge

Business investment in safe
WASH for employees, supply
chains and communities leads to:

1. Healthier and more productive workforce
2. Expanded and more vibrant markets
3. Improved public perception and increased brand value
4. Robust supply chains
5. Lower reputational risks and more secured social license to operate

Risk and opportunity for business and society

	Risk	Opportunity
The macroeconomic case	<p>A pressing issue posing a burden to society</p> <ul style="list-style-type: none">• 6 in 10 people do not have access to safe sanitation• 3 in 10 do not have access to safe drinking water• 1 in every 8 people practice open defecation	<p>Enormous economic potential</p> <ul style="list-style-type: none">• USD1 invested in sanitation investments brings return of > USD 4.3• Universal WASH access = 322 million working days gained
The case for business	<p>Lack of WASH access costs business</p> <ul style="list-style-type: none">• Equivalent of USD 4 billion per year = working days lost to poor sanitation• For eg: Study shows dehydrated forest workers 12% less productive & reaction time reduced by up to 23%	<p>WASH investments pay off</p> <ul style="list-style-type: none">• For eg: Productivity gains of up to 70% in a sugarcane plantation• For eg: Reduction in female absenteeism to 3% in a factory (where previously 73% of women were missing an average 6 days / month)

These statistics are available in the WASH Pledge impact report.

WASH Pledge

About the WASH Pledge

WASH Pledge commitment:

By signing the Pledge, companies commit to

- implementing access to safe water, sanitation and hygiene at the workplace at an appropriate level of standard for all their employees in **all premises under direct company control and**
- **supporting partners across our value chains and communities that surround our workplaces**

within a time-frame of 3 years

The Pledge adheres to access to WASH as per WHO standards and international best practices.

2 versions of Pledge:

WASH Pledge 1.0 focused on WASH @ workplace

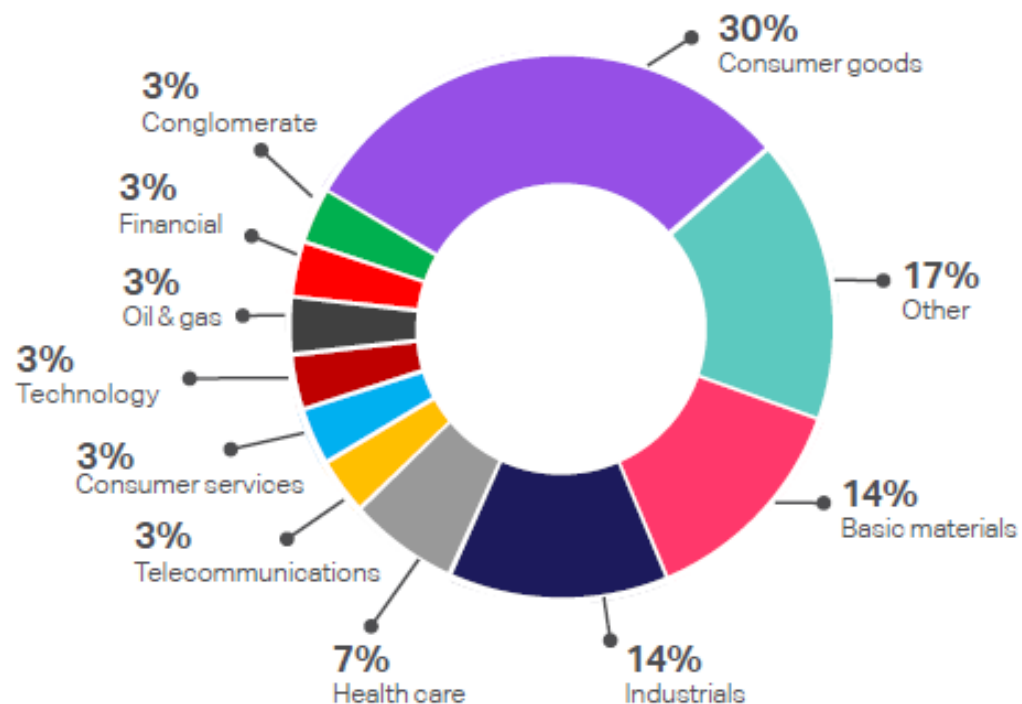
WASH Pledge 2.0 focuses on WASH @ workplace, value chain and communities



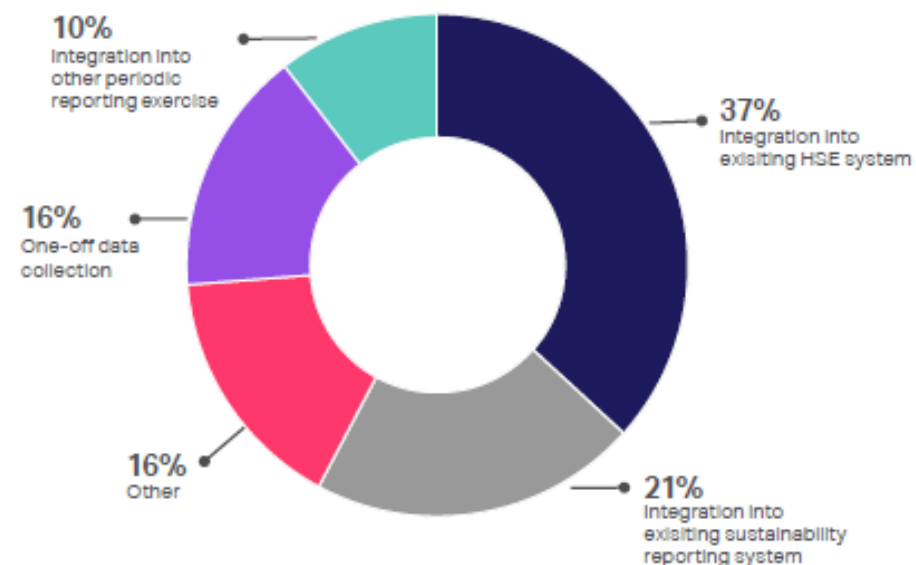
165 signatories since 2013

Over 3 million employees in 170 countries across over 6000 sites

WASH Pledge



WASH Pledge signatories by industrial sector

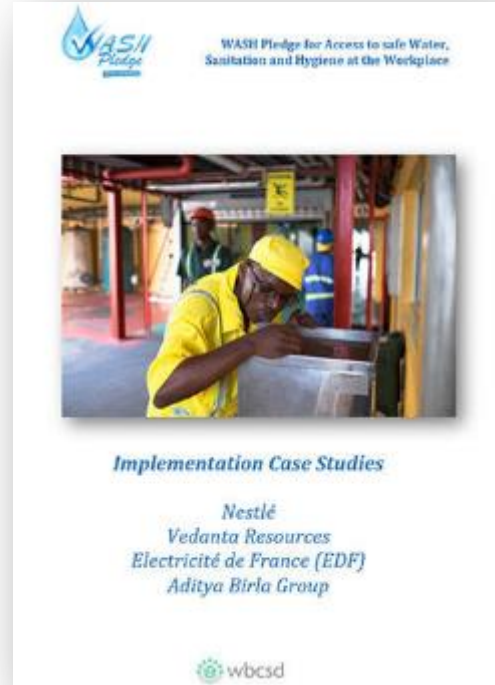


How WASH Pledge is being implemented

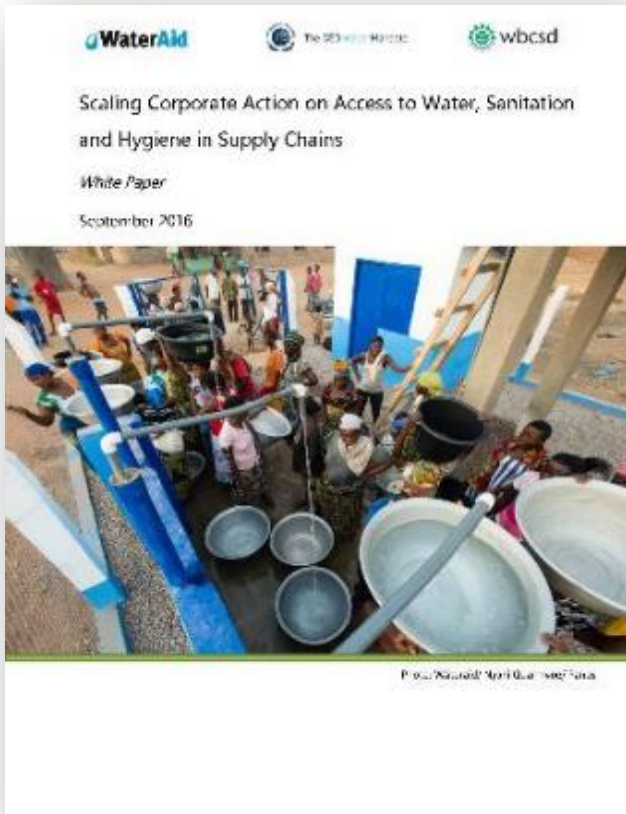
WASH Pledge - Resources

WASH Pledge Self-Assessment tool

Water, Sanitation and Hygiene (WASH) at the Workplace Points of Reference									
Category/Dimension	Scoring Detail Per Individual	Category/Dimension	Multi-Variable Individual Dimension Score	Scoring Detail Multi-Variable	Category/Dimension	Current State (0-2)	Pledge Compliance	Gap Analysis	
Workplace Water Supply			Y=1, N=0, NA			2.0	2.0		
WWS2.1	Availability of sufficient, free, physically accessible drinking water	A. Sufficient quantity of water to provide adequate hydration for workers, sensitive to worksite conditions.	1	Total Category Score Possible for pledge compliance = 5 n/a = Dimensions not relevant or applicable 0 = No Dimensions implemented 1 = One to four dimensions partially implemented but full Pledge Compliance not achieved yet (see Column K) 2 = Pledge Compliance, i.e., all of the five dimensions are met		2.0	2.0		
		B. Convenient proximity to workers (within 500 metres and/or workers allowed to have water at work stations).	n/a						
		C. Accessible for disabled workers	1						
		D. Free of charge	1						
		E. Available to workers at any time during work period	1						
	Total	5							



WASH in supply chains



- Identified barriers to action
- Company approaches to WASH
- Potential actions to increase uptake of WASH in supply chains



- Strategic direction and priorities to scale action
- Analysis of sustainability standards and voluntary certification schemes to identify areas to leverage action on WASH
- Includes case studies (Nestlé, Gap, Diageo) of business interventions on WASH at supply chain level

Why businesses sign the Pledge?

- **A tool** to clearly measure and improve business performance on WASH
- **Leadership position** on the critical issue impacting business and society



“WASH **perfectly matches** our goal to **support the SDGs**”



“We hope to demonstrate both best practices and to **catalyse action by other private sector actors** to implement proper WASH in their businesses”



“WASH is a **necessity** to drive **human capital potential** and social responsibility”



“(Our company) has a **moral and ethical commitment** to ensure the safety, health and wellbeing (of our employees)”

Value to business and society

- **A tool** to clearly measure and improve business performance on WASH
- **Leadership position** on the critical issue impacting business and society

Testimonials: Business benefits of WASH Pledge implementation

"Across the Group, we have witnessed a substantial increase in awareness and importance of safe drinking water."

"Achieving hygienic standards reduces illness rates in all our locations."

"Ensuring the WASH principles are in place supports worker health and well-being, and pays dividend in terms of productivity, and reduced lost time hours."

Testimonials: why do companies sign the WASH Pledge?

"WASH perfectly matches our goal to support the SDGs"

"(Our company) has a moral and ethical commitment to ensure the safety, health and wellbeing (of our employees)"

"WASH is a necessity to drive human capital potential and social responsibility"

"We hope to demonstrate both best practices and to catalyse action by other private sector actors to implement proper WASH in their businesses"

Arguments for signing the WASH Pledge

- Pledge is a commitment to ensure WASH facilities of WHO/ international standards
- It's the first step for a responsible company should take to have voice on water
- Pledge is an indicator of improved business resilience

Business Role

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Deliver
y of

Benefits

- Build a resilient Workforce
reduce workplace illness and absenteeism, increase productivity, improve gender equality and enhance workplace satisfaction
- Ensure WASH access to female and disabled employees
- Contribute to prosperous societies
- Drive behavior change across organizations

Business Case

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Demon
strate

Experience sharing

Q/A and discussion

Our contact

Swapna Patil, Manager Water, WBCSD

patil@wbcsd.org