

P&G's Holistic Water Stewardship Approach

WHO



Procter & Gamble is working with several partners to implement their water stewardship approach. The World Resources Institute (WRI), the World Wildlife Fund (WWF), and ERM.

WHAT

Building on over a decade of focus on operational water efficiency, P&G is now working towards a holistic water stewardship strategy throughout its value chain. An evaluation of water risks across the life cycle of its products (see sidebar) helped P&G select 18 priority river basins across seven countries, including the United States, Mexico, China, India, Turkey, Spain, and Saudi Arabia.

Relying on expertise and guidance from its NGO partners and other basin stakeholders, P&G is developing 2020-2030 roadmap for each priority river basin. For example, P&G has already started engaging the top 25 percent of its suppliers by total spend, requesting information on their water use, risks, and management. This helps identify key suppliers with whom to partner on collaborative water management and stewardship projects. P&G is also engaging its consumers through product innovation.

WHY

Water is an essential part of the use and making of P&G products and ingredients. The company also recognizes safe and clean drinking water and sanitation as a fundamental human right. This has led to water playing an important role in the company's Ambition 2030 Sustainability Goals.

P&G Water Risk

Assessment Framework

To screen and prioritize its high-risk river basins, where facilities, suppliers, and consumers are most exposed to water risks, P&G used the following risk assessment framework:

Screening supplier locations and in-depth assessment across consumer markets

P&G site water risk screening

Identify water risk level of site:

- Baseline water score (WRI)
- Gross national income per capita (World Bank)
- P&G site water use per year (P&G)
- Access to water (WHO/UNICEF)

P&G tailored site questionnaire

Prioritize sites based on outcomes of responses:

- P&G questionnaire was built upon the facility questionnaire in WWF's Water Risk Filter

In-depth site water analysis

Prioritize risks for mitigation and develop site water stewardship plans:

- Alliance for Water Stewardship International Water Stewardship Standard 1.0 steps 1-3

CHALLENGES

After decades of focusing internally on water efficiency, expanding the facility manager's focus to basin stewardship required engagement, education, and technical support. P&G addressed these barriers by engaging company leadership to highlight the importance of water stewardship, partnering facility water leaders with external water experts to identify basin risks and opportunities, and fostering transparent conversations throughout the process.

SUCCESSSES

- In under a year, P&G implemented steps 1-3 of the AWS Standard 1.0 at half their facilities exposed to high water risk.
- As P&G facilities completed their AWS action plans, they adopted a more holistic approach to water management and understood its importance beyond the facility fence line.
- P&G has exceeded its 2020 goal of 20% water reduction per unit of production versus the 2010 baseline year.

KEY INSIGHTS

- For large companies owning and managing numerous sites and competing in several consumer markets, it is essential to find an effective yet efficient way to prioritize time and resources to implement water stewardship.
- It is important to connect water-related and other sustainability activities to business objectives. Obtaining buy-in from senior management help scale the adoption water and sustainability strategies and, as a result, create a greater positive impact.

SCALING & REPLICATING

P&G continues to grow its water stewardship efforts within its own company - over the next 10 years they will focus efforts on the 18 basins identified as having the highest water risk.

Scaling and replication of P&G's water stewardship practices in other companies can be facilitated through peer learning and knowledge sharing. In addition, all companies can leverage the availability of open-source water risk assessment tools, such as WRI's Aqueduct Water Risk Atlas, for a rapid identification of risk exposure of their assets and operations, their suppliers, and customers. This helps inform meaningful water stewardship action across basins around the world.

TAGS

Stewardship Strategies

Water Management
in Direct Operations

Value Chain
Engagement

Collaboration at
Watershed Level

Nexus Approaches

SDG 6 Targets

