

STRATEGIC DIRECTION: 3. Keep the Planet Blue

PRIORITY for ACTION: 3.2 Adjust pressures and footprint of human activities on water

Draft Target 1: By 2015, xx big cities and xx major food companies have reduced significantly their water footprints

	<u>DEVELOPMENT OF THE TARGET</u> Expected results	<u>PRACTICAL STEPS</u> Activities to be done/ indicators
PHASE 1: Recognition that food companies and cities can play a major role in reducing our water footprint		
March 2009	Water footprint and virtual water emerged as powerful tools to help reduce the impact of human activities on water at Istanbul 5 th World Water Forum (2009) and Stockholm World Water Week (2009)	Several issues & recommendations came from session xxx, and the Istanbul Water Guide, etc.
March 2010	Kick off meeting identified two targets on this particular issue: <ul style="list-style-type: none"> - quantify the evolution of the food production' water footprint in the mid term - XX countries adopt plans to raise awareness and control their water footprints 	
Fall 2010	Preparation Committee develops the draft target and its action plan. The documents will be circulated to the January 2011 2 nd Stakeholder Consultation Meeting and will be discussed then	Prepare the draft target and its action plan
PHASE 2: By 2012, xx big cities and xx major food companies agreed to sign a voluntary agreement to reduce their water footprint and report on its implementation by 2015		
January 2011	Target is refined at the World Water Forum's 2 nd Stakeholder Consultation Meeting in Paris Thematic process round-table identifies a new SMART target: By 2015, xx big cities and xx major food companies have reduced significantly their water footprint	Present and discuss the draft target and action plan at the meeting during a break-out session A smarter and wiser definition & formulation of the target, involving an examination of all possible solutions thanks to the available methods. An examination of the stakeholders indispensable to ensure the success of the operation (champion cities, major bottling companies,...) is done
2011	Gathering the voluntary partners Designing of the voluntary agreement or charter	An international working group is set to design a concept paper and is carried on by an identified

	<p>The expected products are:</p> <ul style="list-style-type: none"> - a system in place for annual reporting on and sharing of information on advances in comparative water accounting methods, - a voluntary agreement - or charter - on reducing water footprint to be signed by cities and companies 	<p>agent/support/secretariat. It could include Alliance for Water Stewardship, World Business Council for Sustainable Development, Gates Foundation, World Economic Forum WFN, LCA experts, ISO, ISEAL, and other experts from sustainable standards programs that have a water component - FSC, MSC, LEED Local authorities process include discussion of the idea</p>
March 2012	<p>Reporting organized in a Forum's session, objectives for cities and companies (as bottling companies) are discussed. Specific communication process to be designed</p>	<p>Thanks to the preparation process, the synthesis of solutions allows for: XX cities and XX companies commit to implement the voluntary agreement</p>
PHASE 3: By 2015, xx big cities and xx major food companies have reduced significantly their water footprint and start to report on their water footprint reduction progress		
2012-2015	<p>Follow-up of cities and companies commitments</p>	<p>Large dissemination of the results from voluntary agreement or charter</p>