

2011 Water The
Future of the Source

Collaborating to help protect our freshwater

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About WWF

Mission

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption



Strategic Partnerships

Working with leading businesses to develop solutions and achieve transformational conservation results on our key priorities.





Agenda

- Our world today
- Living Rivers Campaign
- Business as part of the strategy
- Will this work?



Our world today

2001

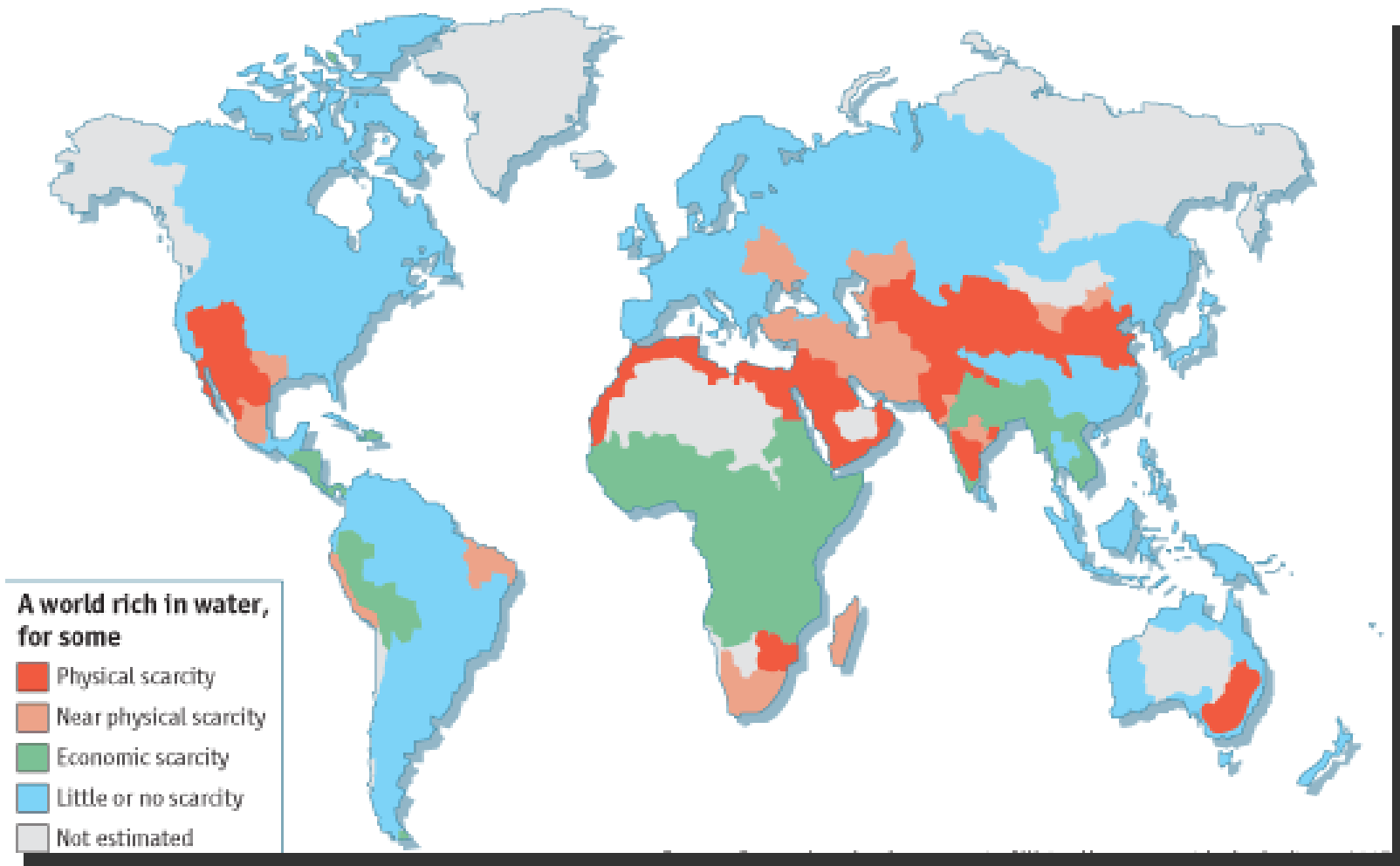
- 6.15 Billion people
- Oil \$25 a barrel
- 1 ton rice \$170
- 1 ton sugar \$115
- World ethanol production 31 billion litres
- World beef production 3.8 bn tons
- World milk production 585 mill tonnes

2010

- 7 Billion people
- Oil \$90 a barrel
- 1 ton rice \$470
- 1 ton sugar \$553
- World ethanol production 368 billion litres
- World beef production 4.6 bn tons
- World milk production 669 mill tonnes

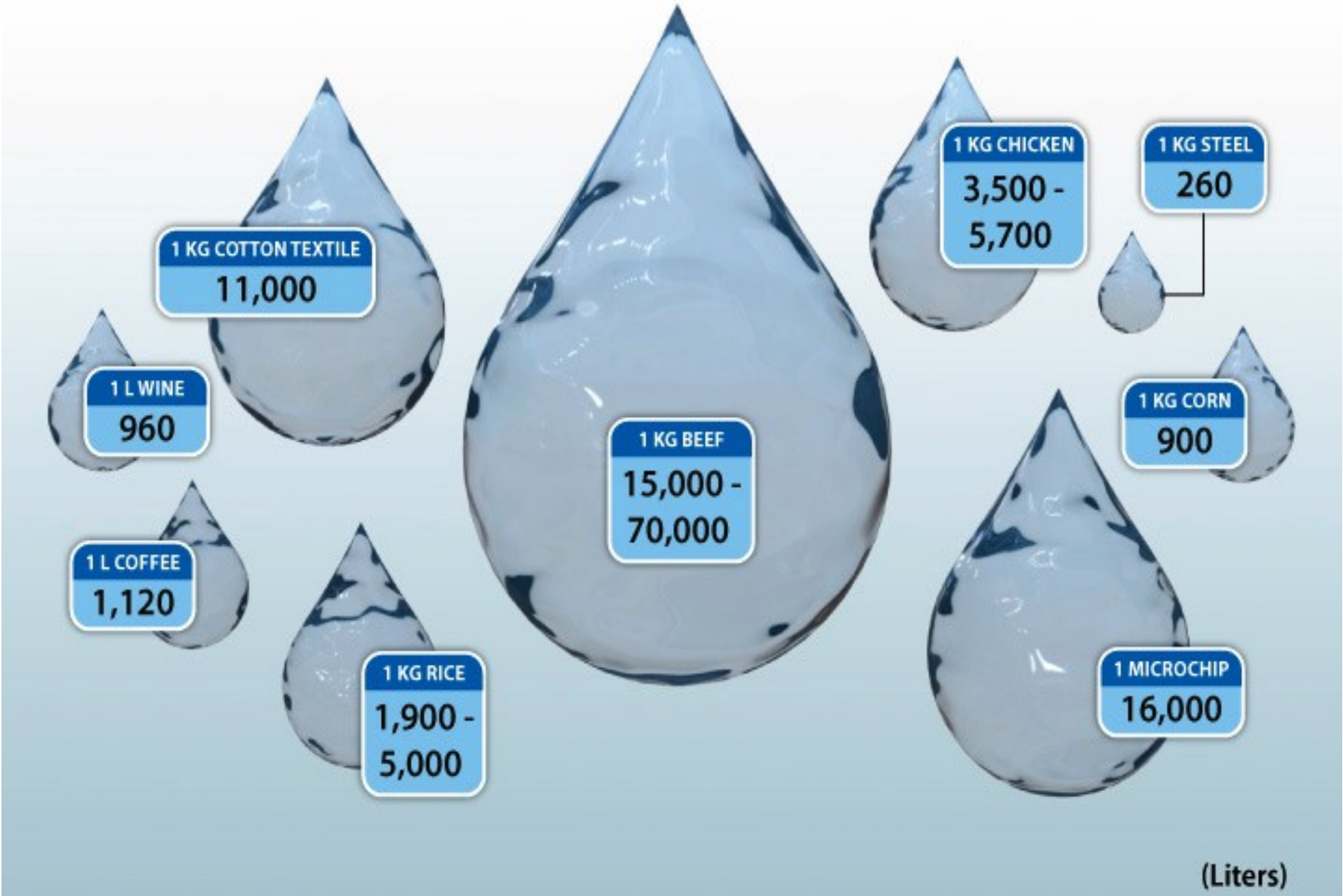


Our world today





Our world today



(Liters)



Our World Today

‘A survey of 350 companies found that 92% agree that a water crisis is looming and 70% believe that the risks of water scarcity are equal to those of carbon emissions.’

WSP Environment & Energy, September 2009

CARBON DISCLOSURE PROJECT

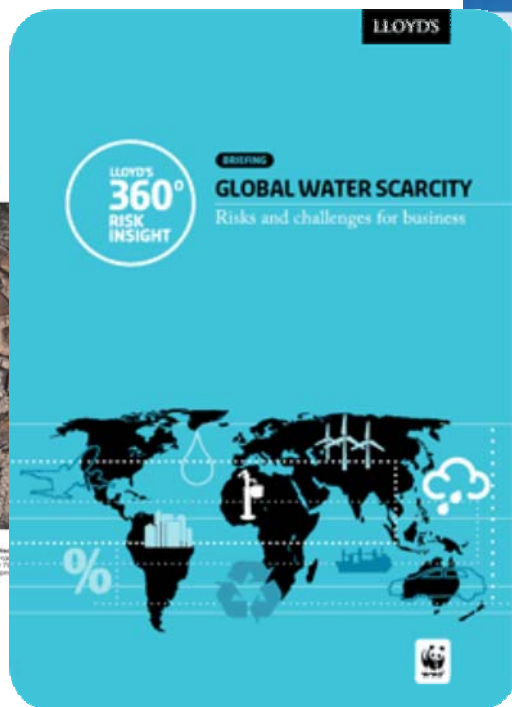
CDP Water Disclosure 2010
Global Report

On behalf of 137 investors with assets of US\$16 trillion



Report written for
Carbon Disclosure Project by:
ERM

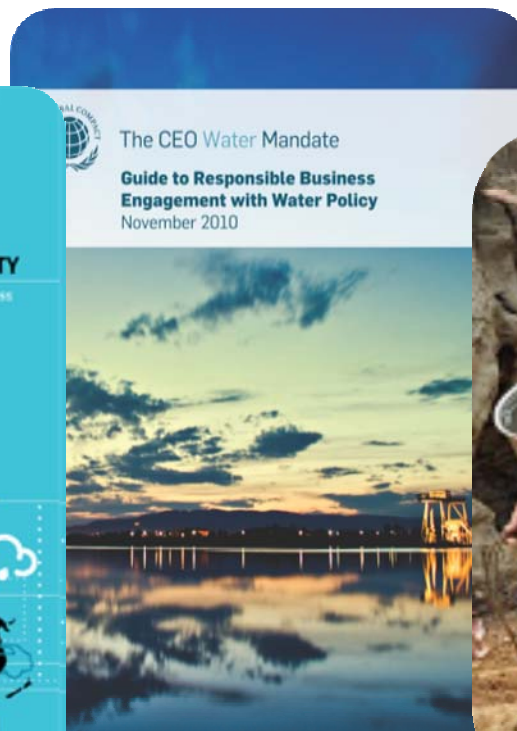
Carbon Disclosure
Project
www.cdp.net
Tel: 01 202 777
water@cdp.net



LLOYD'S

LLOYD'S
360
RISK
INSIGHT

BRIEFING
GLOBAL WATER SCARCITY
Risks and challenges for business



The CEO Water Mandate
Guide to Responsible Business
Engagement with Water Policy
November 2010



The
Economist

For want
of a drink



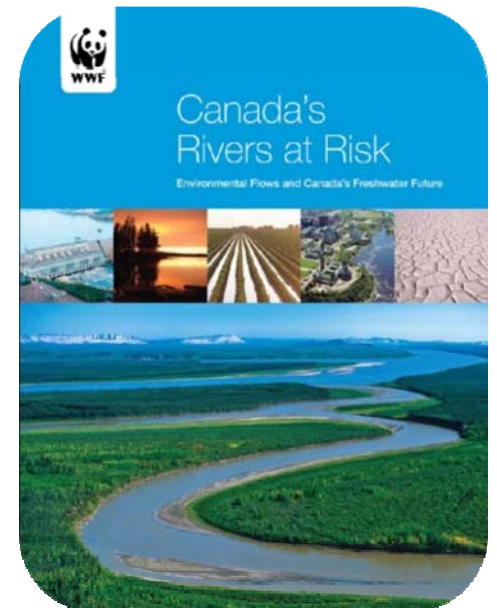
Living Rivers





Our World Today

- Canada is among the world's most water wealthy nations
- 20% of fresh water in all of the world's lakes is in Canadian lakes
- Only 6.5% of the world's renewable water supply is in Canada
- Modification of river flow is impacting ecosystems





Living Rivers Goal

Water for nature and water for people in every watershed across the country

By 2017, Canada's 150th birthday, we will protect our nation's rivers for nature and people by:

- Securing the health of working rivers
- Protecting our nation's wild rivers
- Building a network of water stewards from coast to coast to coast.



Strategy

Demonstrate Success

Show what it means to protect and restore environmental flows in on-the-river projects

Change the rules

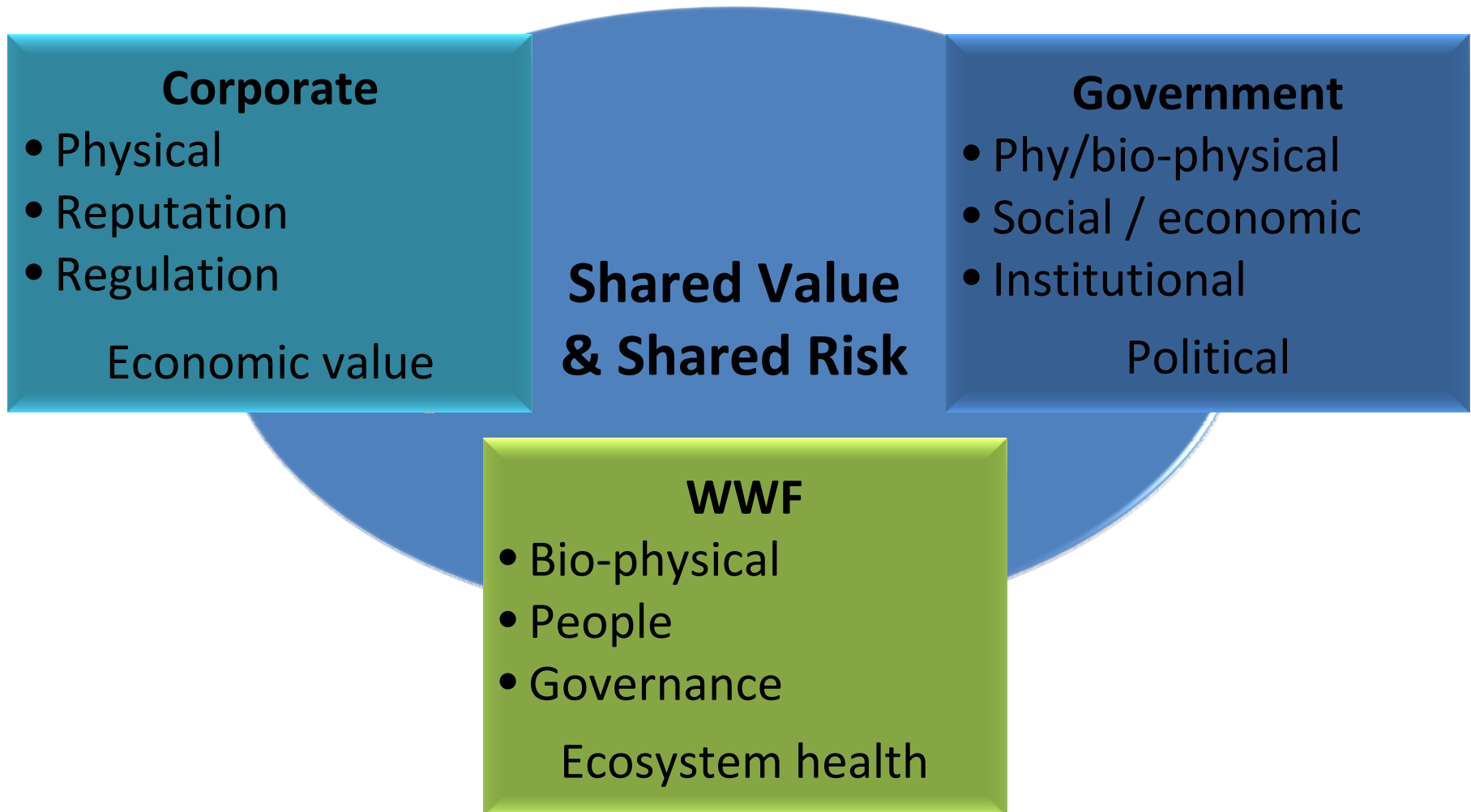
Use demonstrations to scale up influence to provincial and national policy

Leave a Legacy

Ensure changes are implemented and endure by building an empowered, engaged and inspired group of organizations into a Canadian Rivers Network



Business as part of the strategy





Business as part of the strategy

The Coca-Cola Company

1

Improve water efficiency in Coca-Cola's manufacturing operations



2

Reduce Coca-Cola's carbon dioxide emissions



3

Encourage sustainable agricultural practices in the Company's supply chain



4

Measurably conserve seven of the world's most important freshwater basins



5

Inspire a global movement to support conservation





Business as part of the strategy

The Coca-Cola Company

Knowledge building & sharing

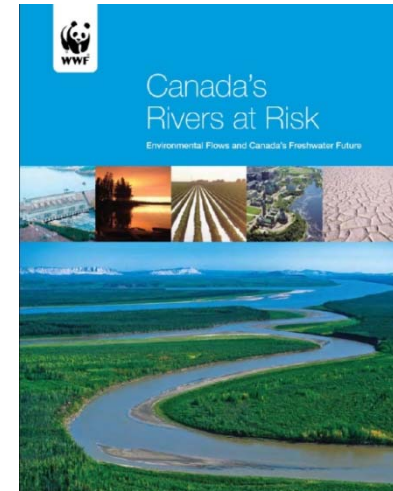
- Support for reframing water debate

Operational integration

- Global operational commitments

Collaborating in Solutions

- Supporting development of WWF's freshwater program
- Pioneering community stewardship efforts in the Skeena River Basin
- Global supply chain engagement





Business as part of the strategy



Knowledge building and sharing

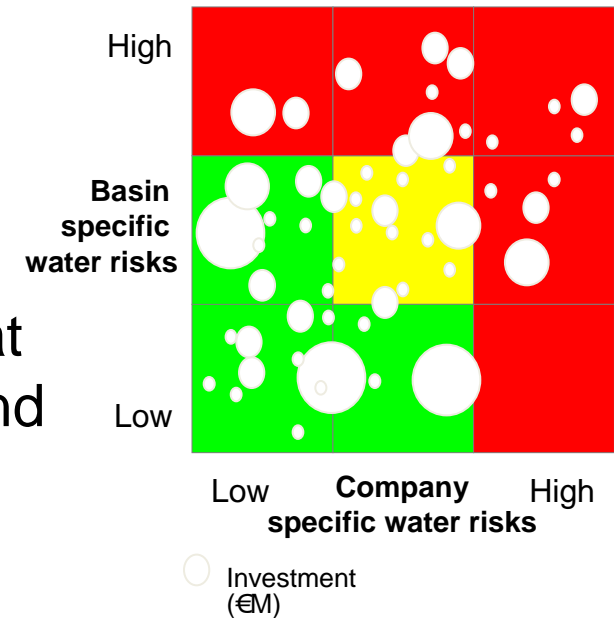
- Assessing Water Risk study concluding that freshwater shortage is both an ecological and business risk

Operational Change

- Assessment & quantification of client water risk

Collaborating on Solutions

- Creation of mitigation tools
- Direct engagement on projects





Will this work?

WWF-Canada has done this before. Over the past twenty years, we led efforts that:

- **Doubled** the amount of protected area in Canada
- Added **1,000 new parks** and wilderness areas to the map of Canada
- Protected, conserved and sustainably managed **100 Million hectares** (that's 10% of Canada)
- Engaged **1 Million Canadians** to sign the Wilderness Charter, building the public will for change
- Established Canada as the **global leader** in sustainable forestry



Discussion

