

UNIDO AND HEINEKEN SAVING WATER TOGETHER

A global thirst

The global sustainable water supply is estimated to be 4,200 km³ per year. In 2000, global water use stood at 3,950 km³. For 2030, global water demand is projected to be 6,900 km³, exceeding the sustainable supply by 40 per cent. Under a business as usual scenario, the Organisation for Economic Co-operation and Development (OECD) forecasts that global water demand for manufacturing industries will increase by 400 per cent from 2000 to 2050.



To achieve Inclusive and Sustainable Industrial Development (ISID), water use efficiency has to drastically increase. In other words, water consumption as well as water pollution per unit of industrial output both must be significantly reduced. This requires collaborative efforts by all water users, and it means that industries have a chance to play a catalytic role.

Brewing a better world

As one of the world's largest beverage companies and a signatory to the United Nations CEO Water Mandate, HEINEKEN recognizes that it has a responsibility to promote responsible water use in catchment areas that the company shares with other users. Under its sustainability strategy "Brewing a better world" HEINEKEN has committed to:

- reduce water consumption in its breweries to 3.5 hl/hl-product overall, and 3.3 hl/hl-product on average for breweries in water-stressed areas
- protect water resources in water-stressed areas
- aim for significant water balancing in these areas.



Li Yong (UNIDO Director General) and Sean O'Neil (HEINEKEN Chief Corporate Relations Officer)

Video: <https://youtu.be/5i557Na8Vku>

Guardians of water

Stewardship means the responsible planning and management of resources. Water stewardship is defined as using water in a way that is socially equitable, environmentally sustainable and economically beneficial. This is achieved through a stakeholder inclusive process that involves site and catchment based actions. Good water stewards understand their own water use, catchment context and shared risk in terms of water governance, water balance, water quality and important water related areas. With this understanding, water stewards engage in meaningful individual and collective actions that benefit people and nature.

Therefore, a business can become a proactive water steward by:

- understanding risks from water scarcity and pollution
- taking action to help ensure water is managed sustainably
- understanding water as a shared, public resource
- going beyond being an efficient water user within one's own value chain.

To reduce stress on and threats to limited water resources shared by various stakeholders, it is crucial to develop management approaches that identify causes for water stress, and to create and implement stress reduction

programmes.

In a public-private partnership, the United Nations Industrial Development Organization (UNIDO) and HEINEKEN are creating a common vision of the root causes of water stress and promoting a participatory process to develop collaborative programmes to reduce water stress.

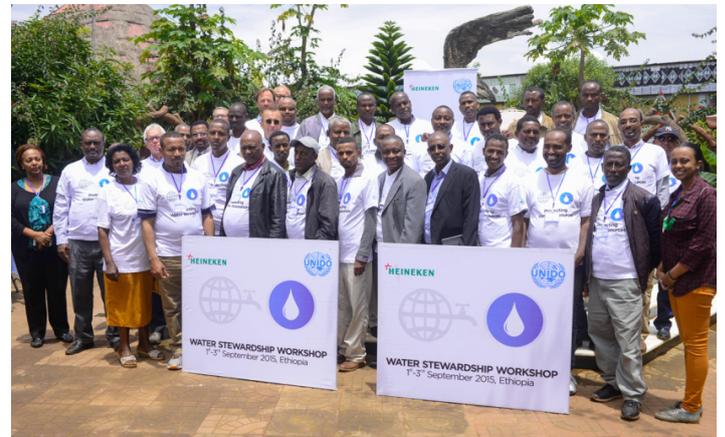
A thirst for partnership

HEINEKEN and UNIDO's Partnership Division started talks in May 2014 to explore opportunities for cooperation. HEINEKEN has one of the most comprehensive sustainability strategies in the beverage industry. A strong commitment to sustainability and proactive engagement with stakeholders is one of the company's key operational priorities. In line with UNIDO's strategic mandate to promote ISID and aligned with HEINEKEN's long term sustainability strategy, UNIDO and HEINEKEN signed a Memorandum of Understanding for a three-year partnership in February 2015. The three areas for cooperation were sustainable sourcing, water stewardship, and renewable energy.

Saving water with stakeholders

In a stakeholder mapping exercise, UNIDO and HEINEKEN identify governments, civil society and industries with an interest in water or influence on water use decisions. The 30 most relevant stakeholders in each catchment area will be invited to a stakeholder workshop moderated by UNIDO. In order to best utilize the know-how and experiences of different stakeholders, a cybernetic management approach is utilized. The results will serve to identify the most effective water balancing projects to be implemented by HEINEKEN – as well as the mobilization of complementary measures for scaling up these activities – so that the overall pressure on water resources can be reduced through collaborative efforts supported by all stakeholders.

The first stakeholder engagement workshop was successfully held in September 2015 in Ethiopia. Further workshops were held in Nigeria in November 2015 and in Indonesia in September 2016. Some of the measures identified by stakeholders were the reforestation of degraded upstream catchment areas, the promotion of sustainable land use and agroforestry practices, the rehabilitation of critical infrastructure and the implementation of water policies.



Stakeholders of the Dabena catchment area in Ethiopia

Capitalizing on the success of these workshops, UNIDO and HEINEKEN will continue to engage with stakeholders in 10 additional catchment areas in which HEINEKEN operates production sites.

UNIDO and HEINEKEN are presently engaging with various donors to mobilize funding for further complementary measures, building on the water-balancing projects that HEINEKEN will facilitate. It is expected that more partnerships with other companies will be created, that the systematic approach to promote Corporate Water Stewardship for industry will be further fine-tuned, and that the approach to engage multiple stakeholders in water stewardship activities will be further disseminated.

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