



ONE PLANET BUSINESS

Creating Value within Planetary Limits







10 billion

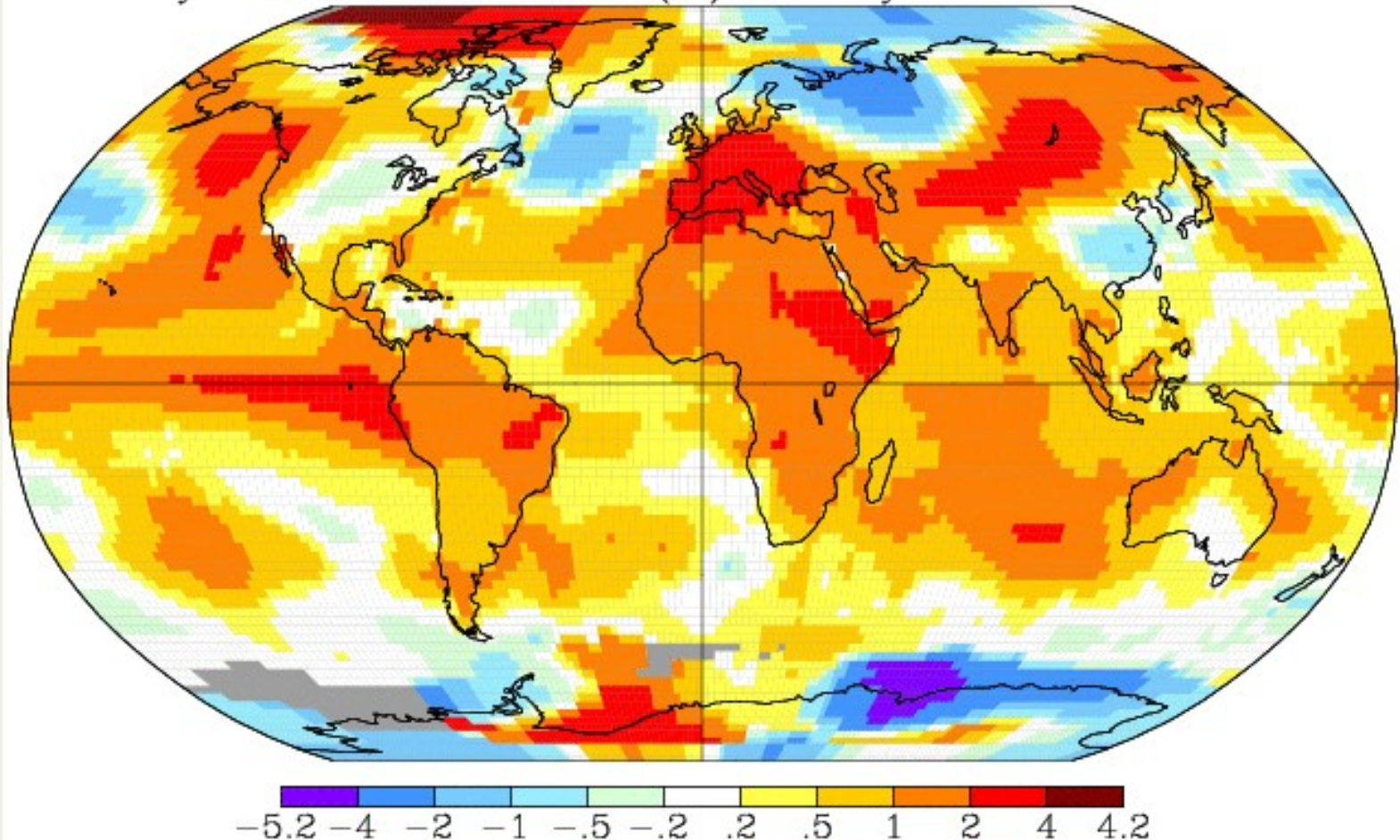


Hotter than ever

July 2015

L-OTI(°C) Anomaly vs 1951-1980

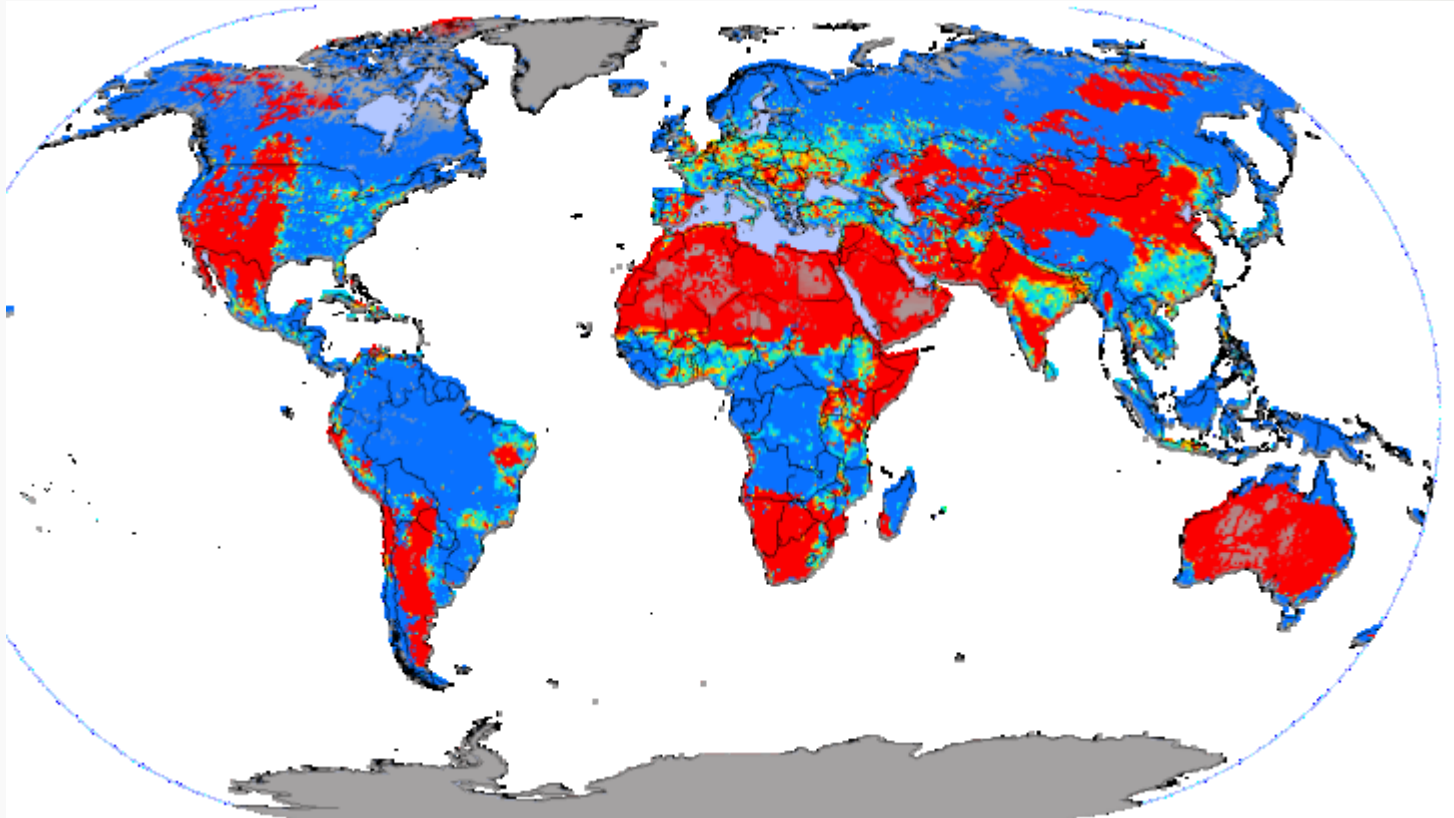
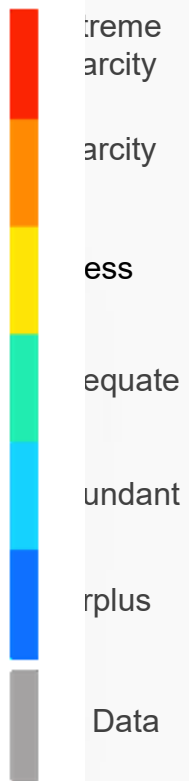
0.65





Increased need for water

2006



A full-disk image of Earth from space, showing the Western Hemisphere. The Americas are visible in the center, surrounded by swirling cloud patterns and the deep blue of the oceans. The image is set against a black background.

#OVERSHOOT

8/13/15

© NASA

PARIS CLIMAT 2015

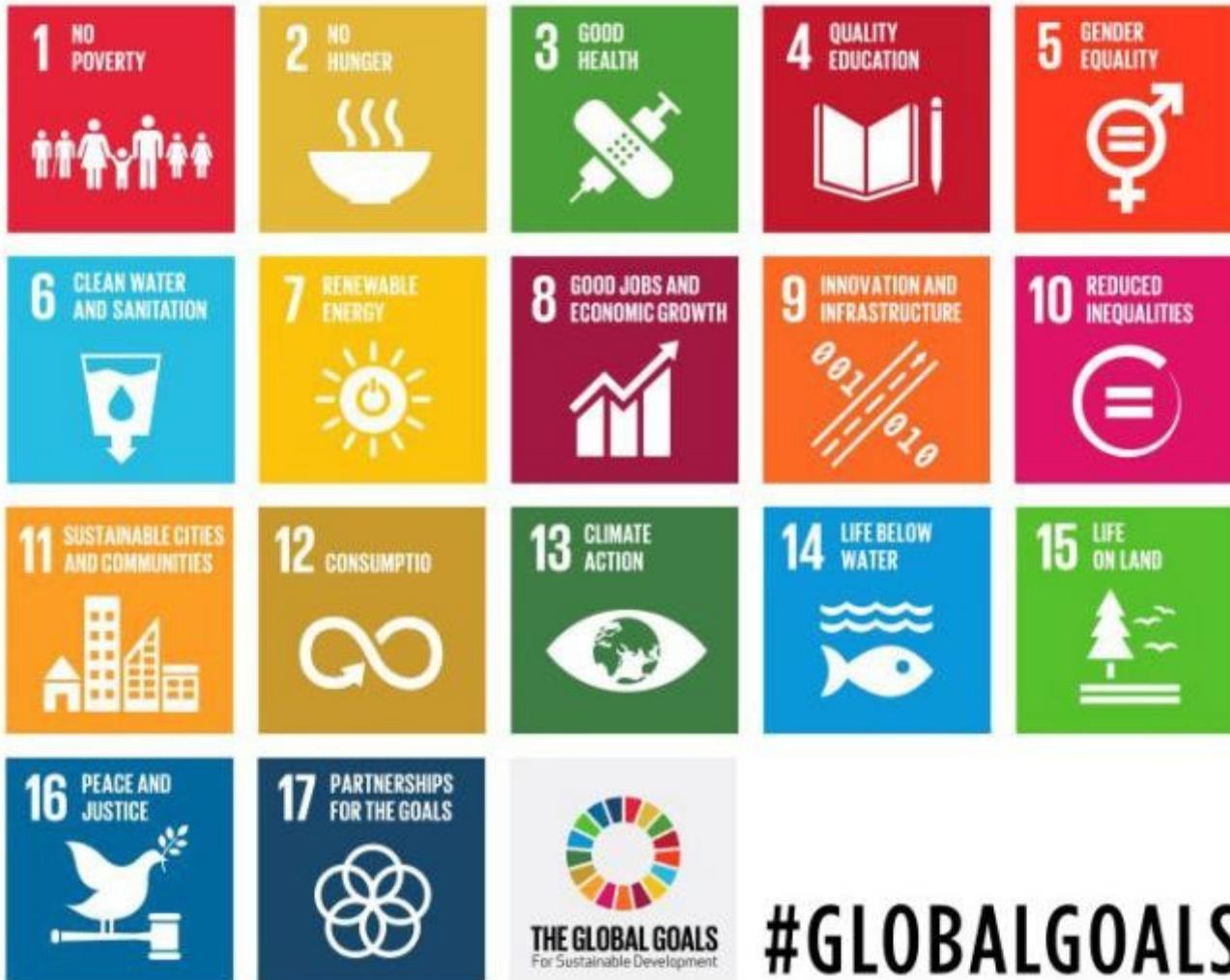
Pour tout changer,
nous avons besoin de tous.





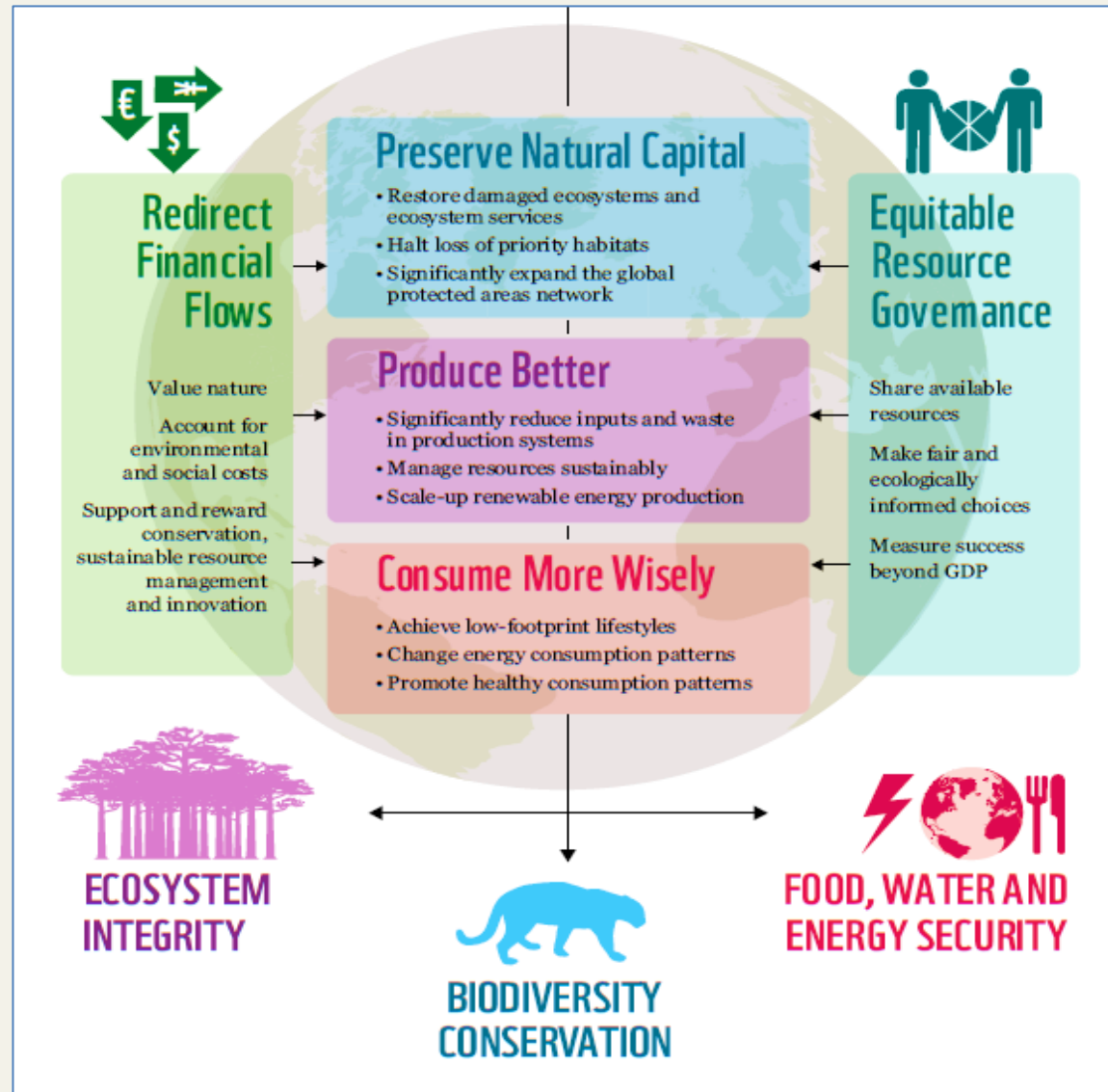
THE GLOBAL GOALS

For Sustainable Development



#GLOBALGOALS

Theory of Change





Three Examples

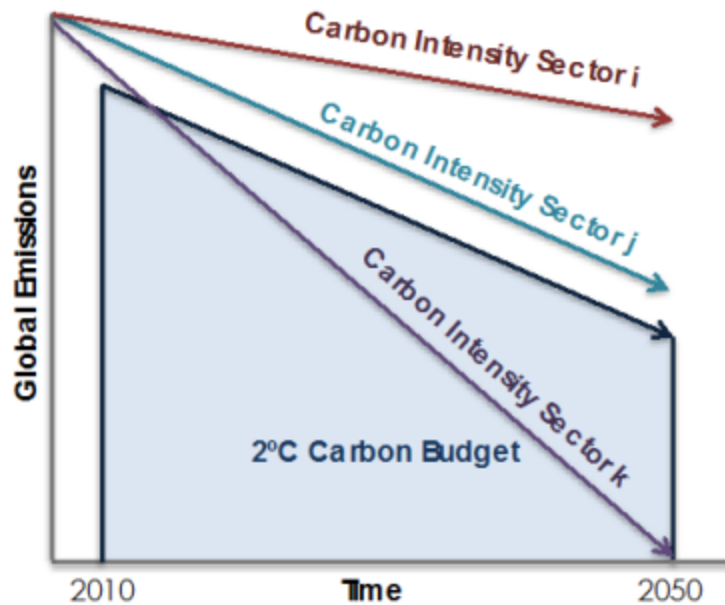




Climate



Science-based target settings



An initiative by



A high-speed photograph of a water splash, showing a wave of water moving from left to right across the upper half of the frame. The water is clear and blue, with many small, glistening droplets and bubbles visible along the crest of the wave. The background is a soft, out-of-focus light blue.

Water Stewardship





THE WATER RISK FILTER

www.waterriskfilter.panda.org

Physical Water Risk

high

low

1. Assess your water risks

| | COMPANY related risk results | BASIN related risk results |
|------------------------------|---------------------------------|-------------------------------|
| Physical risk | 2.1 | 3.4 |
| Scarcity (quantity) | 2.2 | 2.9 |
| Pollution (quality) | 1.4 | 4.8 |
| Impact on ecosystems | | 4.8 |
| Supplier's water risks | 2.4 | |
| Regulatory risk | 1.5 | 3.2 |
| Reputation risk | 2.8 | 2.8 |
| Total company and basin risk | 2.2 | 3.3 |

2. Learn how to mitigate your risks

| | COMPANY related risk | | | BASIN related risk | |
|-----------------|-------------------------|------------------------|--------------------|-----------------------|-------------------------|
| | Water awareness | Knowledge of impact | Internal action | Collective action | Influence governance |
| Physical risk | Red | Red | Orange | Yellow | Yellow |
| Regulatory risk | Green | Green | Green | Yellow | Yellow |
| Reputation risk | Green | Green | Green | Orange | Orange |

300+ mitigation responses

3. Join local collective action initiatives





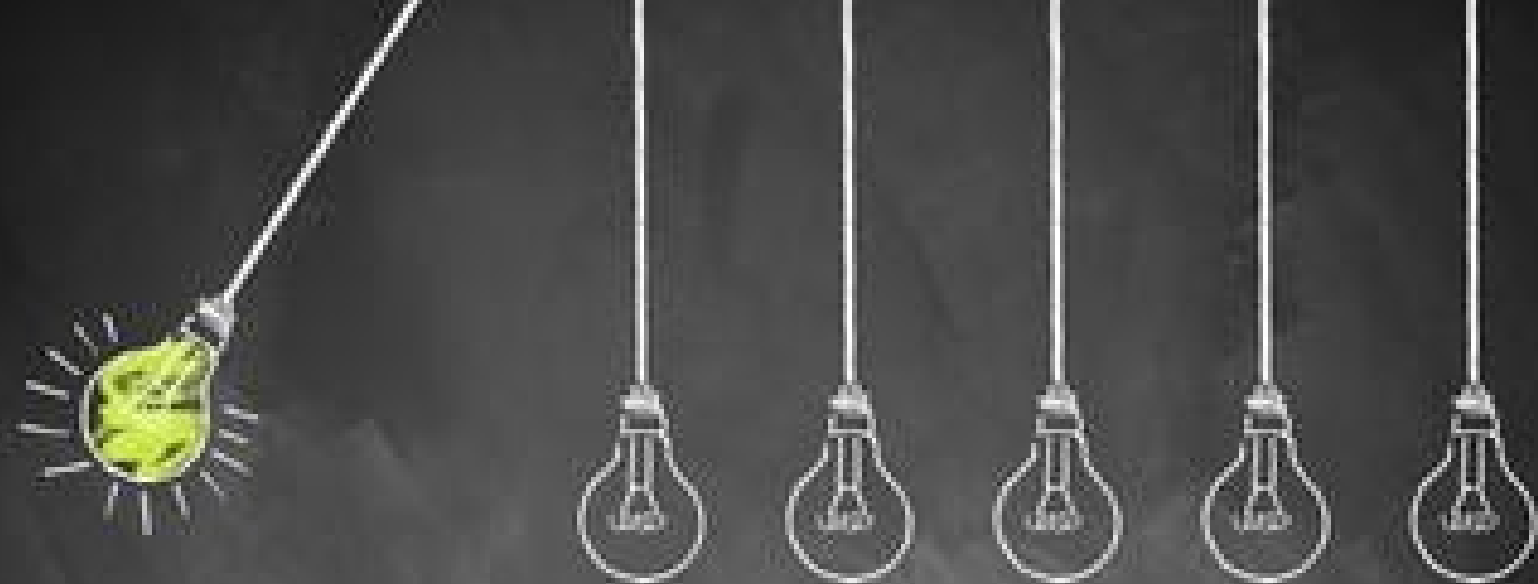
Water Stewardship





Goals for the partnership

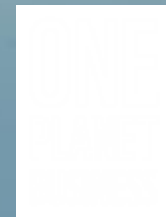
- 1 Industry leader on water
- 2 Water efficient operations
- 3 Water training to employees
- 4 Raw Materials Target
- 5 100% compliance with BSR water quality standards –1st tier suppliers
- 6 Training and engagement for suppliers
- 7 Target on supplier water practices
- 8 Create basin plans for Bangladesh and China and set targets
- 9 Define tier 2 supplier strategy





Lessons learned I

1. Business Risk
2. Buy-in from Board and the Executive Team is key
3. Sustainability is integrated into business models and product development
4. Ambitious goals and road-map for the partnership
5. Engage co-workers, subcontractors and customers
6. Inspire and engage other companies and politicians
7. Transparency is key

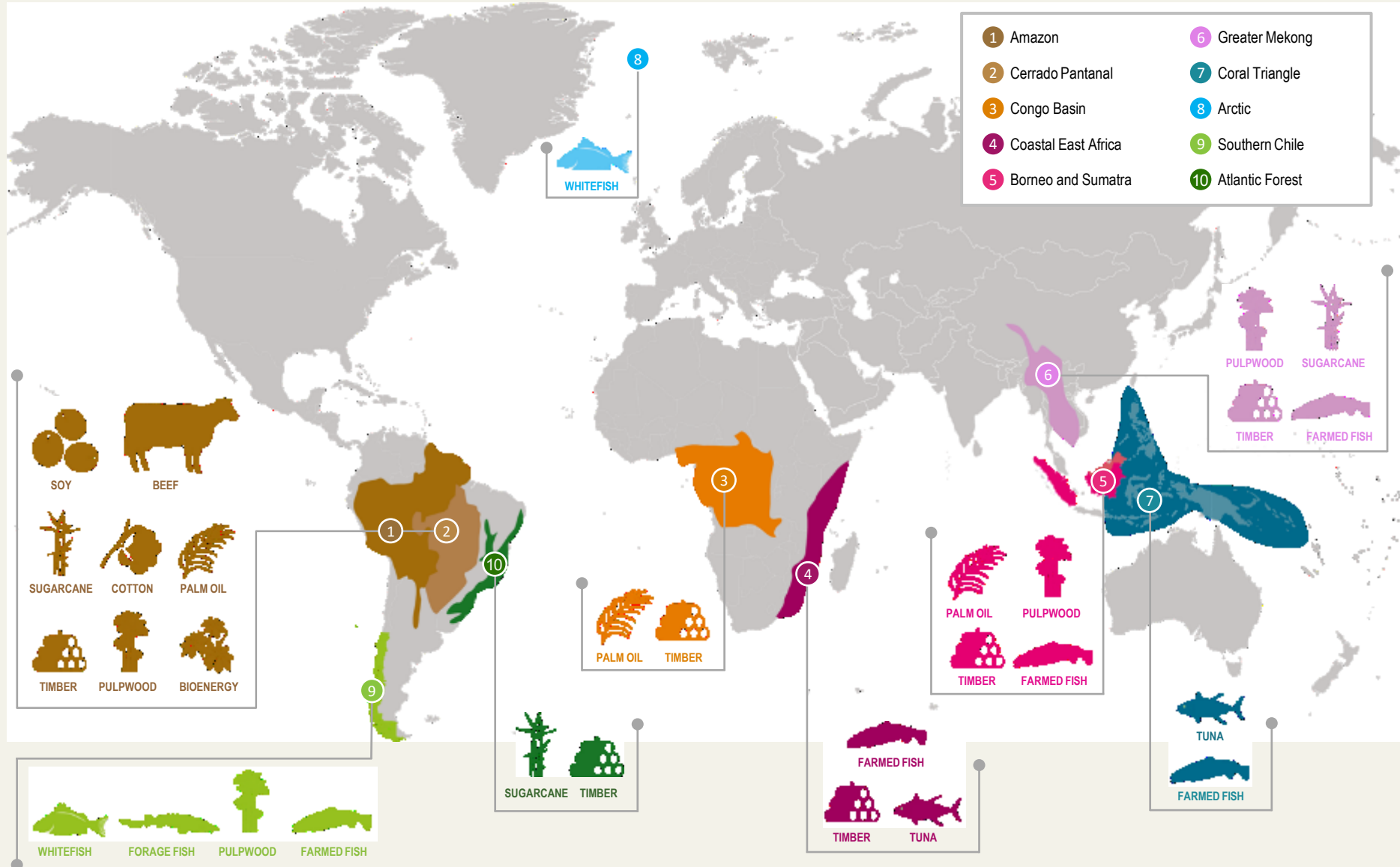


Transforming Markets



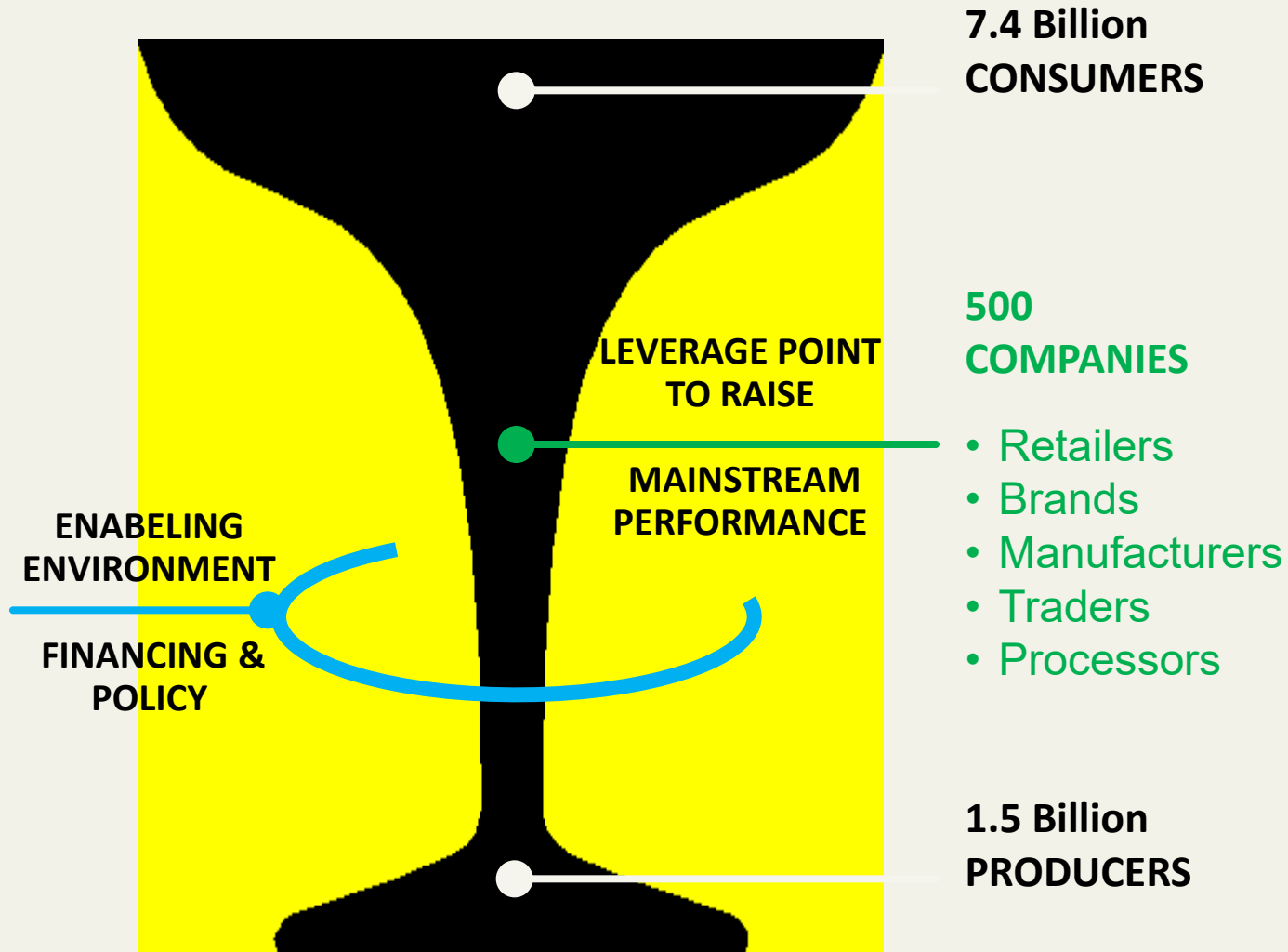


To reduce impacts on Priority Places





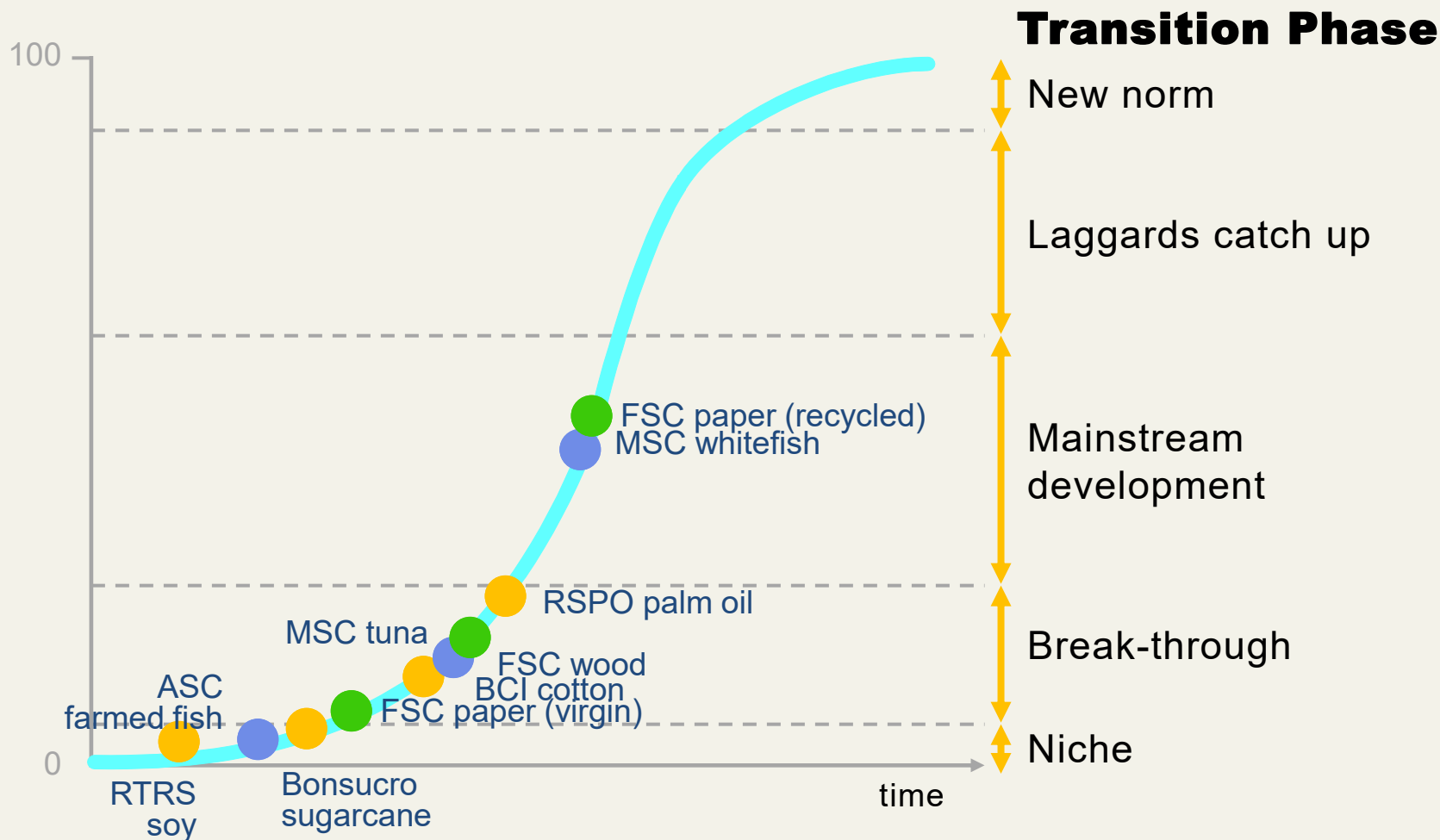
Theory of Change II

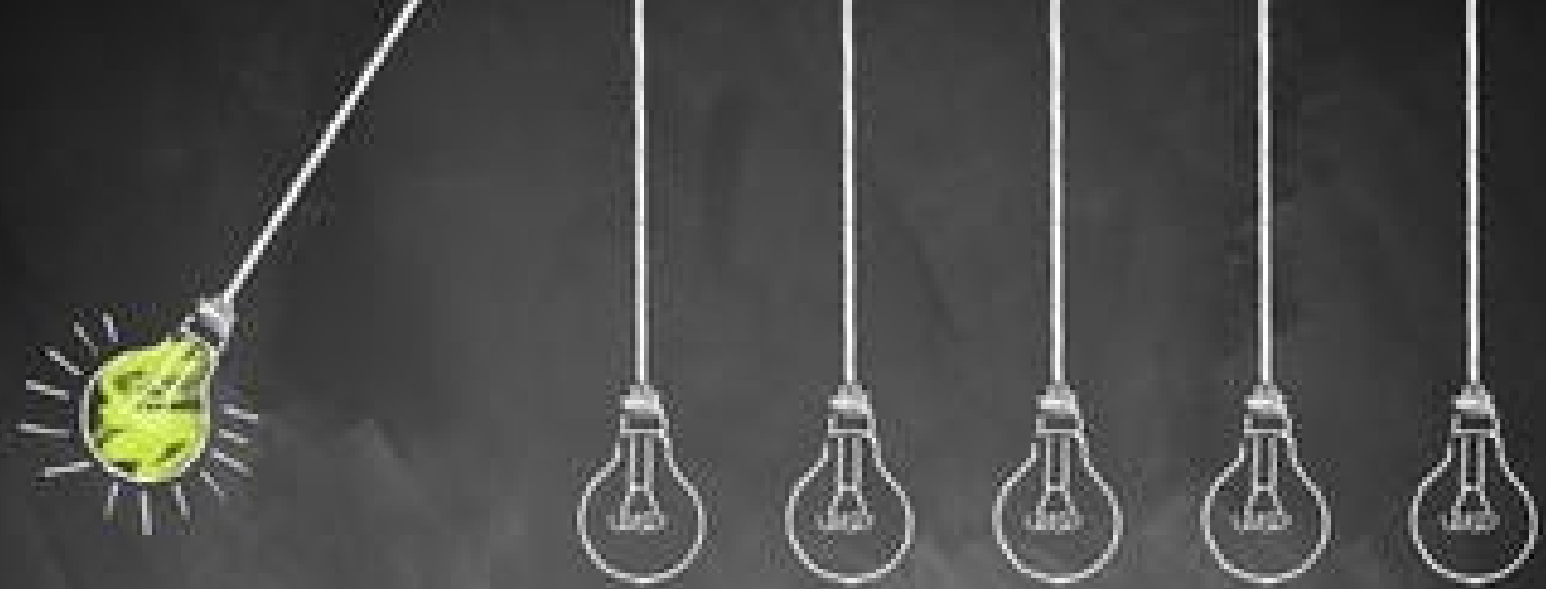




Certified products, July 2015

Market share







Lessons learned II

1. Reputation Risk
2. Certification schemes needs strong brands to drive change
3. Standards should measure results
4. There is no silver bullet – policy and financial flows need to support the change
5. Never finished - continuous improvement needed
6. Scheme success leads to cheap imitations
7. Move the bottom is key, but high risk



Thank you

www.wwf.se