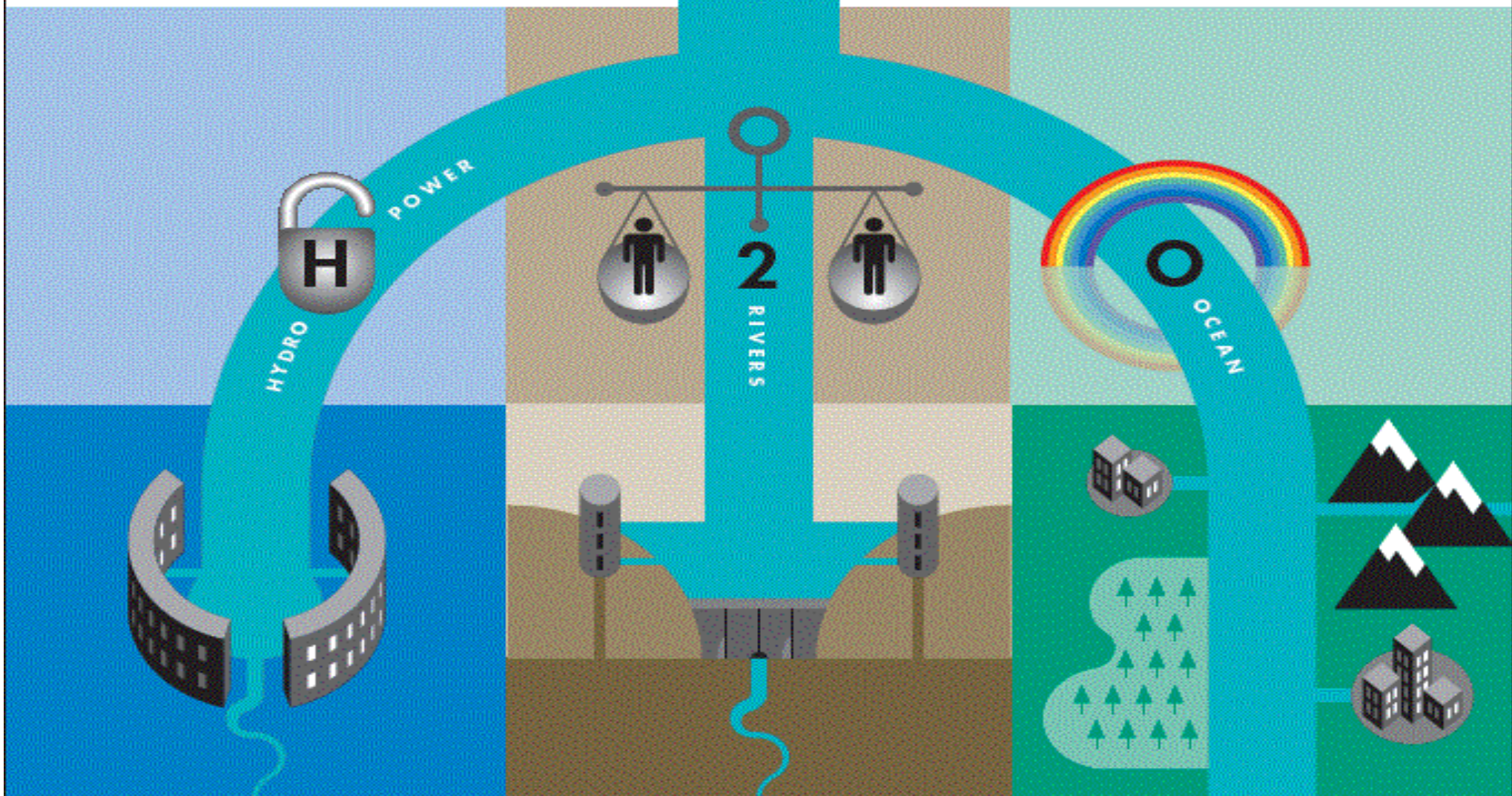


Business in the world of **water**

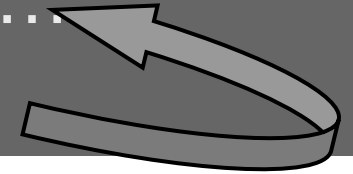
Navigating a sustainable course



World Business Council for Sustainable Development



Complex interplay of local to global influences ...



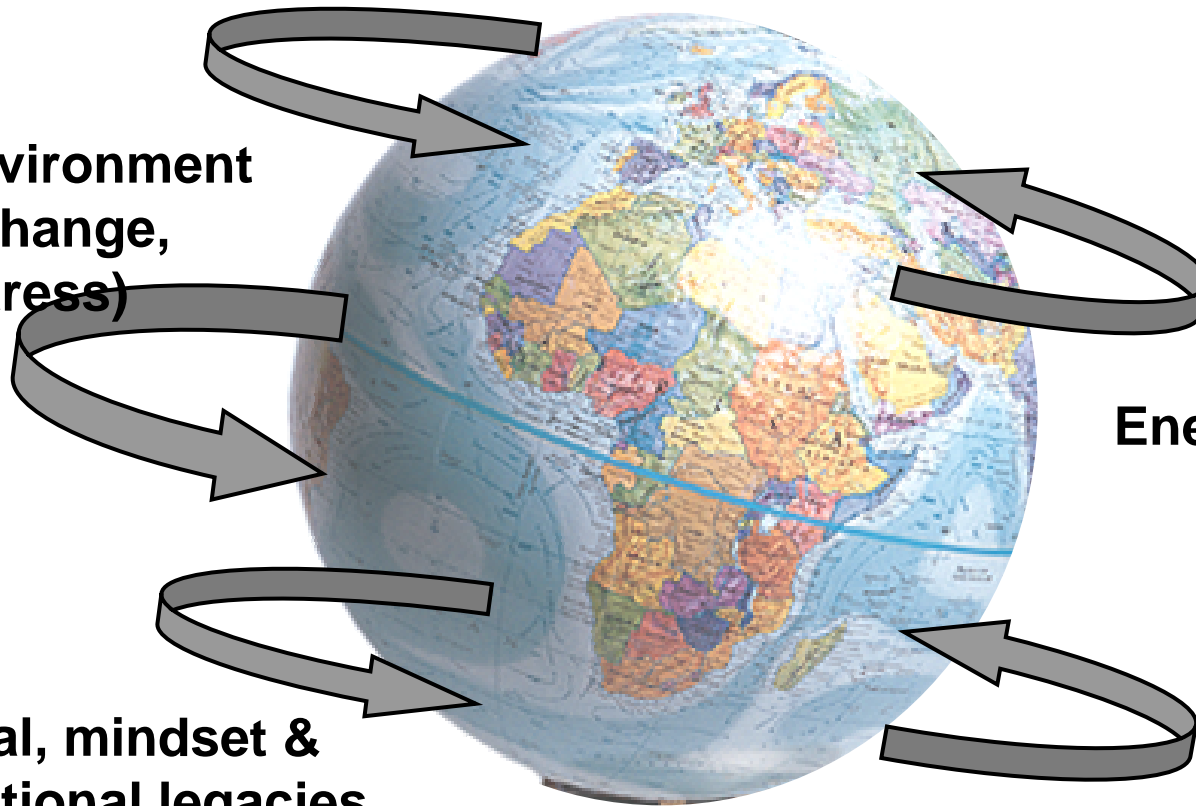
**Population growth, urbanisation
and lifestyle choices**

**Change in environment
(Climate change,
water stress)**

**Energy/Food/Water
Security**

**Physical, mindset &
Organisational legacies**

**Water
politics and
capacity to govern**

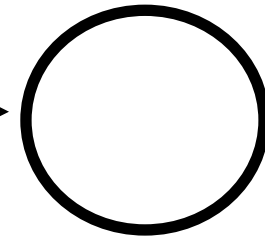


The future will not just be a continuation of the past and might not be the future we want...

The Present

The Path

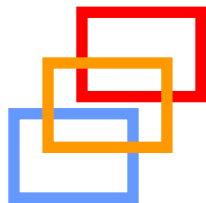
The Future



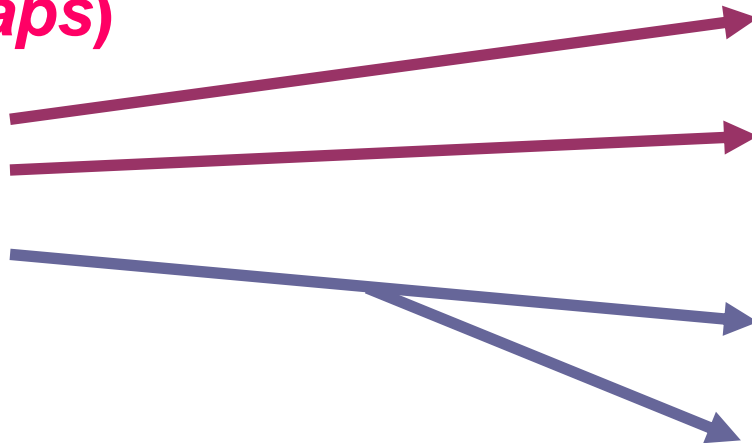
FORECAST

Current Realities

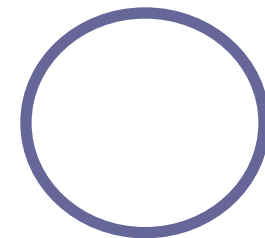
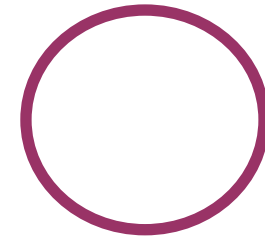
(mental maps)



Multiple Paths



Alternative Future Images



SCENARIOS

What are the WBCSD Water Scenarios?



Predictions

Projections

Preferences



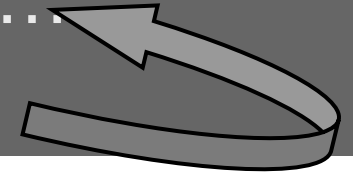
Credible

Challenging

Coherent

...stories describing different plausible futures and how they might come about

Complex interplay of local to global influences ...



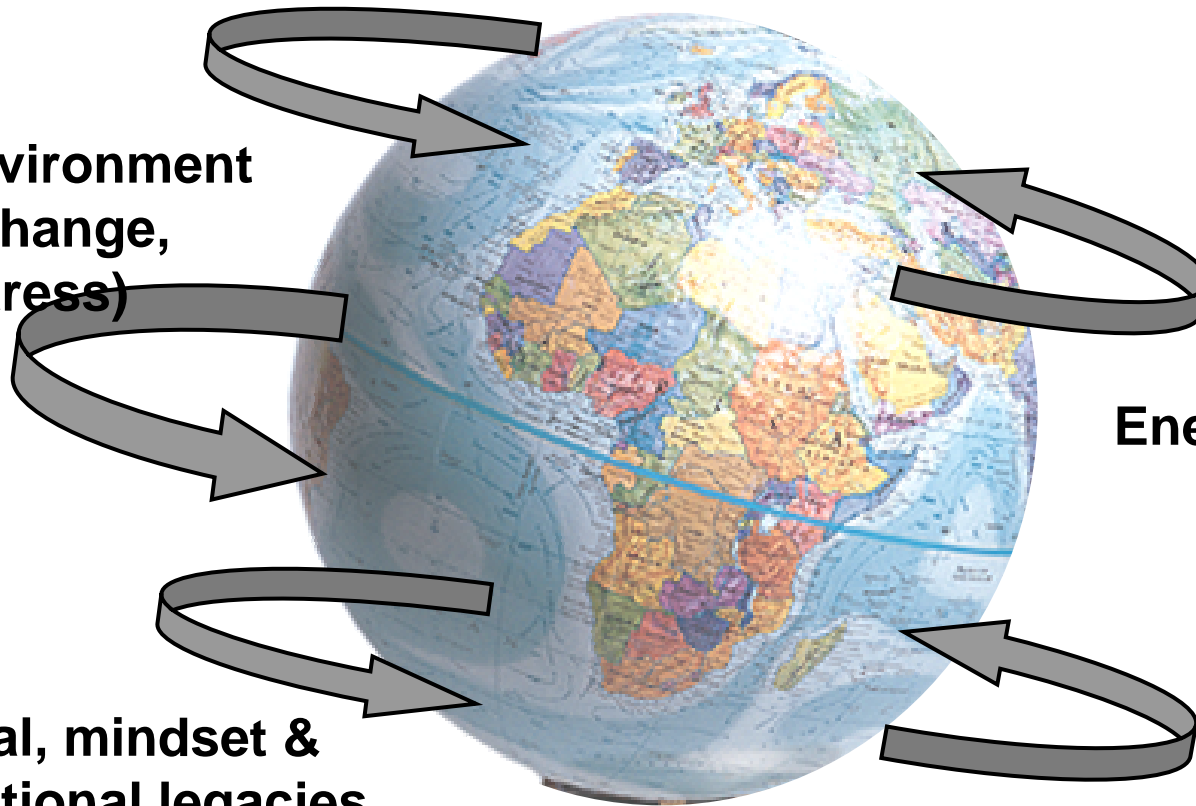
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Summary 0

<p style="text-align: center;">H</p> <p style="text-align: center;">Locks and Cities</p>	<p style="text-align: center;">2</p> <p style="text-align: center;">Rivers and Bridges</p>	<p style="text-align: center;">O</p> <p style="text-align: center;">Oceans and Storms</p>
<p style="text-align: center;">Innovating Unlocking innovation</p>	<p style="text-align: center;">Securing Security for all</p>	<p style="text-align: center;">Accounting Whole System</p>
<p>Cross-sectoral entrepreneurship</p>	<p style="text-align: center;">Partnerships beyond the market</p>	<p style="text-align: center;">Reflexive and networked governance</p>
<p style="text-align: center;">Economic efficiency</p> <p style="text-align: center;">Shift from technology to appropriate solutions</p> <p>Enabling economic value of blue and green water</p> <p style="text-align: center;">Financial, technological and cultural legacies</p> <p style="text-align: center;">‘Silent’ re-allocation</p>	<p style="text-align: center;">Social cohesion</p> <p style="text-align: center;">Fair water access and uses</p> <p style="text-align: center;">Securing social licence to operate</p> <p style="text-align: center;">Historical rights vs. human rights</p> <p style="text-align: center;">Political reallocation</p>	<p style="text-align: center;">Resilience</p> <p style="text-align: center;">New ‘whole system’ mindset</p> <p style="text-align: center;">Interdependency of human needs and ecosystem functions</p> <p style="text-align: center;">Transparency of blue and green, physical and virtual water flows</p> <p style="text-align: center;">Dynamic and x-border</p>

Oceans

- ▶ Decade of unintended consequences
 - ▶ Climate change
 - ▶ Ecosystems service collapse
 - ▶ Global trade
 - ▶ Pandemics
- ▶ Global protest
 - ▶ Demand for water footprint & accountability
- ▶ Consensus on complexity
- ▶ Emerging network of global governance

Hydro

- ▶ Hard times in huge towns
- ▶ Shadow of the Olympics
- ▶ Harnessing the role of the market
- ▶ Huge opportunities for appropriate solutions – Hard & Soft
- ▶ Flourishing hydro economy – spinning the water cycle faster
- ▶ Non-participants are left behind

Rivers

▶ Security deficit

- ▶ Shortage of quality water – large cities poor countries & rural poor

▶ The trust deficit

- ▶ The rich get richer & the poor suffer
- ▶ Lack of alignment of local, regional & national authorities

▶ Peoples Water Protocol

- ▶ Fragmented business support
- ▶ Increased support through major water related events
- ▶ Brazil – USA