

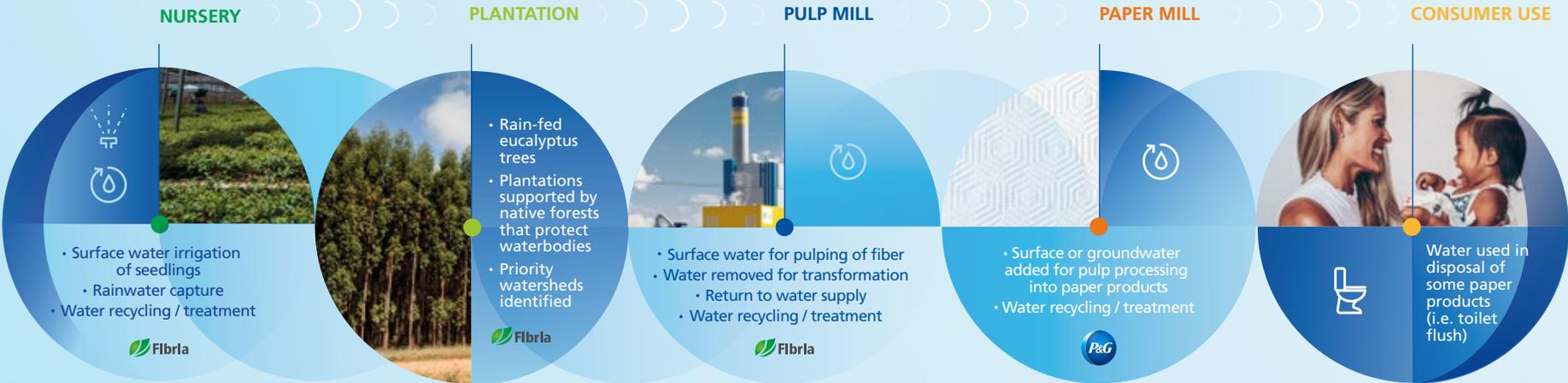
Towards holistic water stewardship



P&G, Fibria and WWF recognize the need to protect water for people and nature. That's why P&G and Fibria are working towards holistic water stewardship, moving beyond only water efficiency measures and improving local watersheds.

One way P&G and Fibria have done this is by looking at how water is used throughout the supply chain of P&G's Bounty, Charmin and Puffs paper products, from cultivating trees to the finished product.

MANAGING WATER AT EVERY STEP OF THE SUPPLY CHAIN



Transport via ship, rail and truck



See reverse for the benefits of water stewardship outside your operations and steps to take at site level.

THE BENEFITS OF LOOKING AT WATER OUTSIDE OF YOUR DIRECT OPERATIONS

Looking at the upstream supply chain and partnering with suppliers who are also faced with water challenges could benefit your brands and company in the following ways:

1.

Reduce risk

2.

Build relationship with supplier

3.

Increase efficiencies

4.

Unlock watershed possibilities and funding that benefit all stakeholders

WATER STEWARDSHIP AT THE SITE LEVEL

Tips for moving from efficiency to water stewardship at the site level

UNDERSTAND how water flows across your supply chain – this doesn't have to be a technical study. Start by looking at where large volumes of water are important to the production of key raw materials, products and to local communities

EMPOWER staff to implement water stewardship. Link internal teams to the project, beyond technical leads. Bring in site leadership and staff that work on external engagement, procurement & purchasing, communications, and sustainability

SET an informed baseline at the site and within its watershed by learning from others. Engage stakeholders and supply chain partners to get a fuller understanding of the watershed's context

ALIGN water stewardship targets to local needs, allow for flexibility and connection of site to corporate goals

MEASURE performance using a consistent framework, always showing contribution to watershed context

TALK about your lessons learned! Inspire others to take action by sharing how you made water stewardship work for you

Collaborating with supply chain partners, adopting a conservation culture at the site-level, and embracing a resource- and capital-scarcity mindset all help deliver on major conservation wins.



World Wildlife Fund (WWF) and P&G collaborated in 2017-2018 to better understand how to implement water stewardship in the operations of one of their businesses and how to leverage best practices from supply chain partners.