

New York, 24 October 2006
Water Scenarios for Business Workshop

Brief Summary of Session

Jack Moss, Suez, introduced the session by explaining what Scenarios are and why we used them. Joppe Cramwinckel, Shell Group, then told the three stories after which there was time for break-out discussion groups around the three scenarios.

The WBCSD Water Scenarios offer three stories about the role of business in relation to the growing issue of water in the world. They cover major global challenges of technology, security and interconnectivity, as well as the associated business challenges of innovation, the social license to operate, and water governance.

Participants used the scenarios as a framework to explore some clear links between water-related concerns and business. They were asked to explore what the key dilemmas were in each story, and how business could respond.

Dilemmas that were raised included the true price/value of water and water seen as a free human right, as well as a shared responsibility depending on water use. Business can respond through appropriate technologies, e.g.: R&D to help re-use of water, saline agriculture, and engaging with others, as well as measuring their impact through a holistic approach.