



WASH Pledge Communications Kit

Communications toolkit for WASH pledge signatories

Thank you for your commitment to provide safe access to water, sanitation and hygiene (WASH) to your employees at their workplace. By signing the WASH Pledge you are a part of a growing group of forward-looking businesses who have been able to impact the lives of more than 2.5 million employees in 170 countries and close to 6,000 sites.

WBCSD and WASH4Work partners look forward to supporting your business as you implement the Pledge and raise the standards of WASH access to the level of international best practise.

Please use this communications toolkit to help spread the word about your commitment to invest in a safer, healthier, more productive workforce.

How can you use the toolkit?

- Use the information provided here as a guidance for your media releases or news alerts.
- Use the sample social media posts to announce your pledge commitment. Please make sure you tag @wbcscd so that we can share your commitment to ensuring WASH in your business.
- Encourage other businesses or peers to join the commitment by sharing the link to the WASH pledge site.
- You can use the resources provided in the toolkit to be circulated amongst your staff/stakeholders and spread the word.
- We encourage all Pledge signatories to submit a case study after implementing the Pledge in their business. Please refer to the case study template provided in this toolkit for guidance.



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① Background

The Pledge for access to safe water, sanitation and hygiene (WASH) is an opportunity for companies to contribute concretely to the implementation of SDG 6, while at the same time ensuring that they provide international best practice on WASH.

By signing the WASH Pledge, companies commit to implementing or continuing to implement access to safe water, sanitation and hygiene at the workplace at an appropriate level of standard for all employees in all premises, under their control within three years of

signature. Under the Pledge, we strongly encourage companies to address WASH across their value chain, including among their suppliers, as well as in the communities that surround their workplaces and/or where their workers live.

The WASH Pledge is one among several approaches to making improvements to WASH in workplace settings. Other approaches include the [WASH4Work initiative](#), and the International Labour Organization's [WASH@Work handbook](#).

We encourage you to explore these resources to support your business' assessment and implementation efforts.

Access to WASH is a fundamental human right, but it also makes business sense. For every USD \$1 invested in water and sanitation, USD \$4.3 is generated in economic returns.



② Sample press release

*"We **(insert company name)** are proud to be a WASH Pledge signatory and commit to implementing access to safe water, sanitation and hygiene at the for all our employees in all premises. Under the Pledge, we also commit to addressing WASH across our value chain, including among our suppliers, as well as in the communities that surround our workplaces and/or where our employees live.*

Access to WASH is a fundamental human right and key to realizing the UN Sustainable Development Goals. Today, over 785 million people are still without access to safe drinking

water and estimate 4.2 billion lack access to safely managed sanitation services.

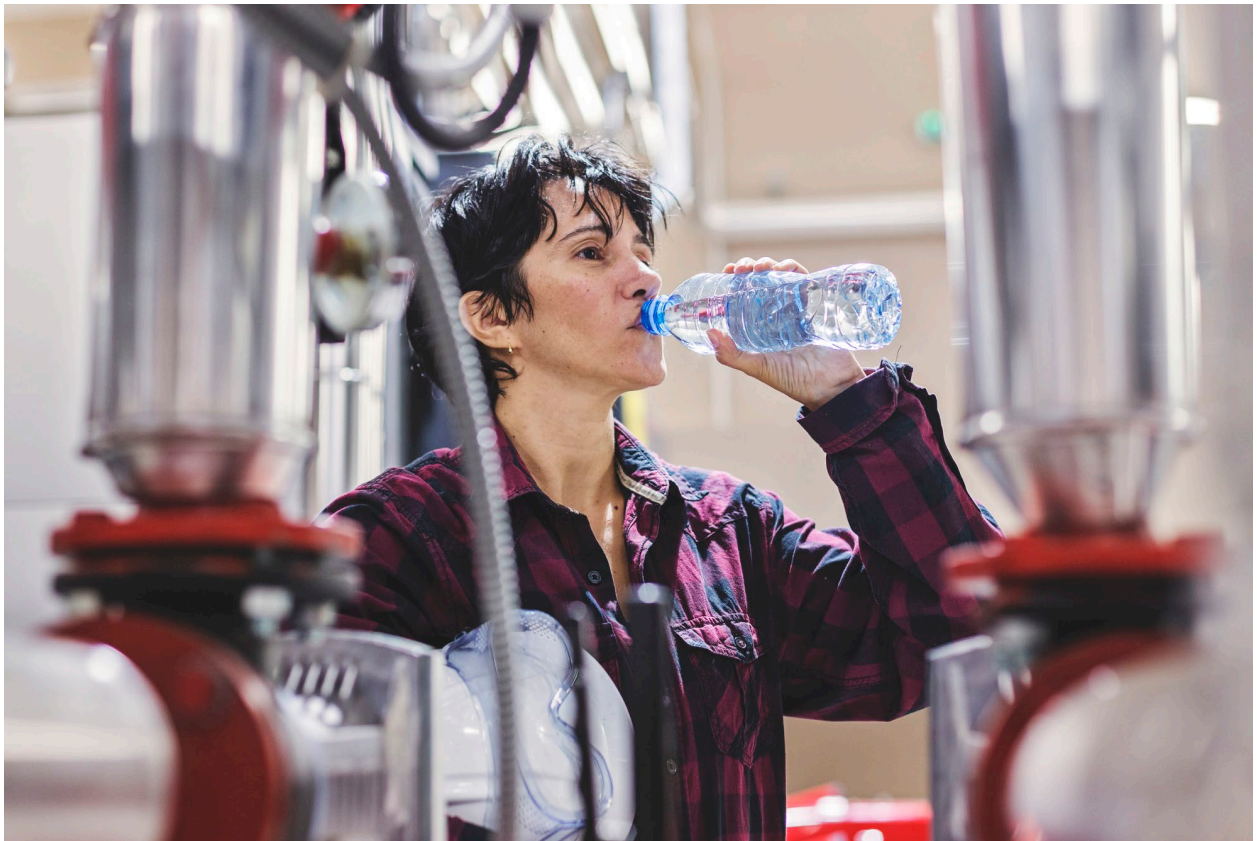
As businesses, we can lead the way to significantly increase the number of people to have access to safe, affordable and sustainable drinking water, sanitation and hygiene. We call on all businesses and stakeholders to join this commitment to address one of the most pressing public health challenges of our time.

We look forward to promoting social, environmental and economic well-being through our commitment to the WASH Pledge.

(Insert quote from your business leader here)

"We are proud of the Pledge signatories, as their actions show hope that more companies will lead by example and work towards mainstreaming investments in a healthy workforce", said Peter Bakker, President and CEO of the World Business Council for Sustainable Development.

Please join us and other signatories of the WASH Pledge and [follow the link](#) to see how you can get involved."



③ Sample social media posts

Linkedin

We are proud to announce our commitment to the #WASH Pledge, providing access to safe water, #sanitation and #hygiene. Access to WASH is a human right. The WASH Pledge is an opportunity for businesses to contribute concretely towards #SDG 6. Join us as we continue to build momentum for providing access to WASH across the world. [Click here](#) to see why your company should sign the Pledge.

Please make sure you tag WBCSD's official LinkedIn account: @WBCSD

Twitter

We are proud to support the #WASHPledge @wbcscd for access to safe water, sanitation & hygiene. Join us and other business and make the commitment now: <https://bit.ly/32DKUGR> #WASH4Work

We commit to the #WASHPledge @wbcscd. Safe water, sanitation & hygiene. Learn more: <https://bit.ly/32DKUGR> #WASH4Work

Safe access to water, sanitation and hygiene is a human right. We commit to the #WASHPledge @wbcscd <https://bit.ly/32DKUGR> #WASH4Work

Safe water, sanitation and hygiene for all We #pledge WASH @wbcscd #WASHPledge <https://bit.ly/32DKUGR> #WASH4Work

Let's build the business momentum for safe water, sanitation & hygiene by signing the #WASHPledge and ensure access for every employee. @wbcscd <https://bit.ly/32DKUGR> #WASH4Work



④ WASH Pledge Case study submission guidelines

The [WASH Pledge](#) aims to establish a worldwide movement of companies supporting the global goals around access to water and sanitation and give companies the right tools and guidance to implement international best practice on WASH at the workplace. We have developed a framework to implement WASH access, notably through the [guiding principles](#) and [self-assessment tool for implementation](#). However, the Pledge is implemented by companies internally. Therefore, to establish a knowledge base on the action plans put in place by businesses and the types of challenges faced while implementing the Pledge, we highly encourage Pledge signatories to contribute a case study on the implementation of WASH at the workplace.

The case studies can either focus on one example within your business or showcase how the WASH pledge was rolled out through the entire company.

Through these case studies we aim to:

- To establish a knowledge base on the implementation of the WASH Pledge in businesses from various sectors, challenges in implementation and practical lessons.
- To facilitate sharing and learning on the importance of safe and adequate WASH access.
- To demonstrate to the wider business world, governments and civil society, particularly in

higher-impact sectors and geographies, that companies are approaching WASH at the workplace seriously and taking concrete steps towards implementing the Pledge, therefore encouraging more companies to sign the WASH Pledge.

Please find a template that you may use to submit a case study from your business. To submit your case study or if you have any queries on the WASH Pledge please contact: Swapna Patil (patil@wbcsd.org) and Deepa Maggo (maggo@wbcsd.org).

WASH Pledge

Signing the WASH Pledge means guaranteeing the provision of and access to safe water, sanitation and hygiene (WASH) for all your employees in all premises under the company's direct control. Signatories are also encouraged to address WASH across their value chain, including among their suppliers, as well as in the communities that surround their workplaces and/or where their workers live.

You will have three years to demonstrate integration of the Pledge provisions into existing internal processes and adherence to these provisions. You can assess your current WASH conditions and find gaps in implementation through the [self-assessment tool](#) for each operation/site.

The Pledge is a non-binding commitment and therefore there is no formal reporting requirement. However, companies are encouraged to communicate their achievements through both internal and external channels and to encourage other businesses and stakeholders to act and ensure safe and adequate WASH access. We also strongly recommend that you submit a case study and share your progress with WBCSD.

5 Case study template

COMPANY NAME:

TITLE OF CASE STUDY:

AUTHOR NAME(S) OF CASE STUDY (FOR CITATION PURPOSES):

CONTACT NAME AND DETAILS (OPTIONAL):

1. Context

- Please provide brief details on the company implementing the WASH Pledge. Please include activities, revenue, number of employees, countries of operation and distribution.
- What was the problem/ potential opportunity that led to the project being undertaken?
- Where was the site of implementation? (include a location map and/or site photo if available).

2. Motivation to sign WASH at the workplace Pledge

- What prompted your company to sign the WASH Pledge? What strategy was used to obtain high-level support (e.g. CEO)?
- What are your existing activities in the water/ sanitation space? Does the WASH Pledge fit into the company's wider strategy?
- What do you find the most compelling and the most challenging about the initiative?

3. WASH Pledge provisions

- How were the WASH Pledge resources (notably the self-assessment tool and the guiding principles) used for implementation of the Pledge (i.e. use of existing tool / adaptations to company context / integration of tool into existing company reporting systems)?
- Which departments of the company were involved in implementing the WASH Pledge?
- What was your experience using the self-assessment tool? Did you find it appropriate and sufficient for your company context?
- What was the company's experience in getting site managers on board? (if applicable)

4. Company self-assessment

- How was the self-assessment conducted (i.e. as part of wider company reporting exercise or ad-hoc)?
- What types of gaps were identified?

- At what level were these gaps found (site-level or company-wide)?

5. Action plan

- What types of actions were identified to address these gaps?
- What was the cost involved in carrying out the action plan, and how was it financed?
- In what sequence was the action plan implemented (e.g. starting with a pilot, running a company-wide survey etc.)

6. Effect and impact of implementing the WASH Pledge

- Comments regarding any changes as the WASH Pledge was implemented in the company (e.g. employee awareness, reputational benefits, contribution to global goals).
- Comments on the potential impact of the measures taken in response to the WASH Pledge on employee productivity and health and safety.

7. Key lessons implementing the WASH Pledge

What were the main challenges faced while implementing the WASH Pledge?

What would you do differently?

What advice would you give to other companies implementing the WASH Pledge?

Are there any best practices you would like to share with other companies implementing the initiative?



ADDITIONAL RESOURCES

[WASH Pledge FAQs](#)

[WASH Pledge guiding principles](#)

[WASH Pledge self-assessment tool](#)

[WASH Pledge impact report](#)

[WASH Pledge case studies](#)

[WHO Guidance on drinking water quality](#)

WBCSD CONTACTS

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ABOUT WBCSD

WBCSD is a global, CEO-led organization of over 200 leading businesses working together to accelerate the transition to a sustainable world. We help make our member companies more successful and sustainable by focusing on the maximum positive impact for shareholders, the environment and societies. Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. Our global network of almost 70 national business councils gives our members unparalleled reach across the globe. Since 1995, WBCSD has been uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues. Together, we are the leading voice of business for sustainability: united by our vision of a world where more than 9 billion people are all living well and within the boundaries of our planet, by 2050.

Follow us on [Twitter](#) and [LinkedIn](#)

www.wbcسد.org

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ABOUT WASH4WORK

The WASH4Work initiative aims to mobilize business to improve access to water, sanitation and hygiene (WASH) in the workplace, in the communities where workers live, and across supply chains. The initiative, a response to the UN Deputy Secretary-General's "Call to Action on Sanitation", enables partners to align, coordinate, and expand existing efforts in this area, while serving as a means for greater private sector engagement in efforts to achieve the new Sustainable Development Goals. See here for more details: www.WASH4Work.org

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