



# SCALING WATER IMPACT:

An opportunity to lead in partnership with the 2030 Water Resources Group

## Why invest in water?

Water poses significant risks to global corporations in three areas: **Direct operational and supply chain risks, market and reputational risks, and regulatory risks.**

The **2030 Water Resources Group (2030 WRG)**, a partnership platform managed by the World Bank, believes that it is in companies' own business interests to invest in mitigating water risks in their own operations and beyond their factory gates, playing an essential role in creating a more water-secure world.

**More than 300 companies are engaged in the global and country work of 2030 WRG**, an initiative that facilitates collaboration between governments and business.

**69%**



**of listed equities are exposed to water risks valued at \$225 billion that could generate a substantive change in their business.**

BASED ON CDP DISCLOSURE AS REPORTED IN HIGH AND DRY (CDP, 2022)



“

2030 WRG channels urgent public-private action to address the growing water supply-demand gap. Our focused efforts and the support of our global partners are crucial in ensuring enough water for people and the planet.

PAUL BULCKE, CHAIRMAN OF THE BOARD, NESTLÉ, AND 2030 WRG GOVERNING COUNCIL CO-CHAIR

”

## Why partner with 2030 WRG?

2030 WRG is uniquely placed to offer companies an opportunity to leverage their investments in water security to achieve impact and scale:

### Country level

2030 WRG offers corporates a seat at the table with senior government leaders to address key bottlenecks in the policy and regulatory environment, and to harness private sector innovation.



### Global level

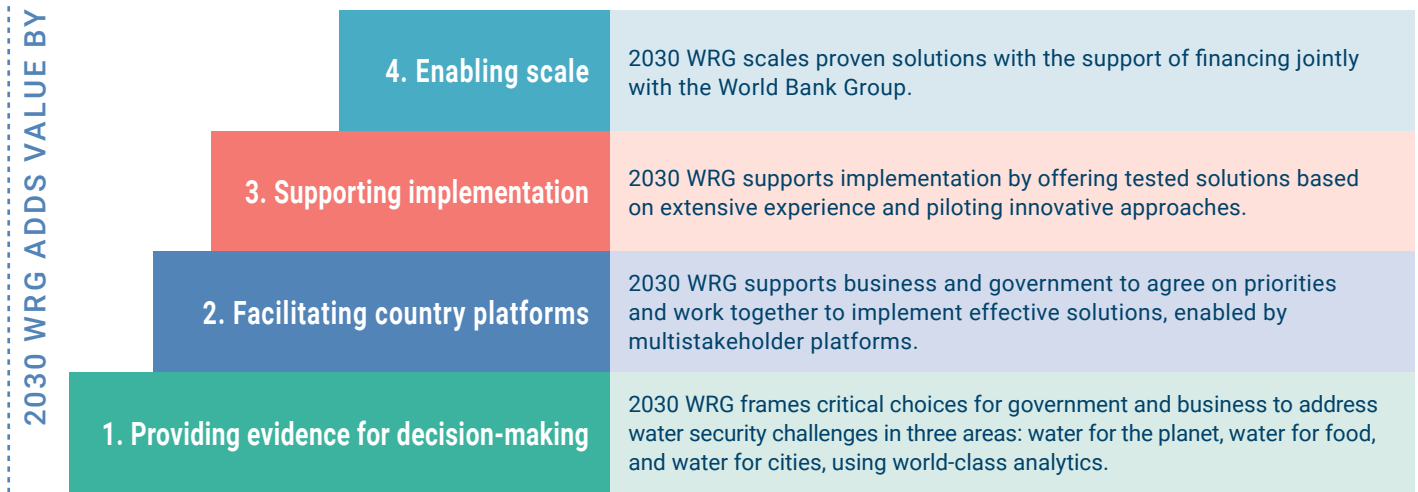
- Accelerating the transition to climate-smart irrigation and enhanced food production.
- Accelerating investments in wastewater treatment and reuse.
- Creating more water-secure city-regions.

## 2030 WRG'S GLOBAL PARTNERS

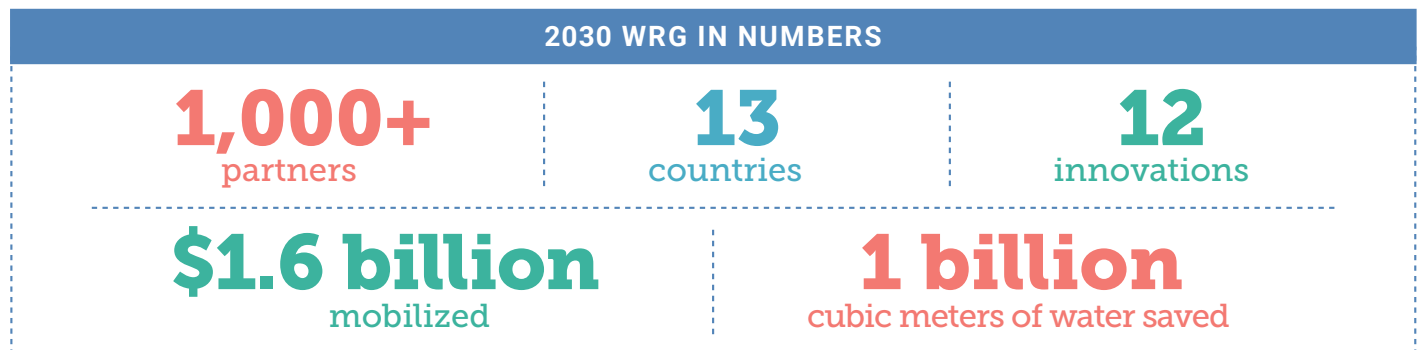


# How does 2030 WRG work?

2030 WRG facilitates collaboration between business and government to tackle water security challenges and climate change impacts, centered around four steps:



## What has been achieved?



### Accelerating the transition to sustainable rice in India

Rice accounts for about 30 percent of freshwater use worldwide and contributes to 12 percent of global anthropogenic methane generation. India is the second largest rice producer globally. 2030 WRG is supporting the state of Uttar Pradesh with the ambition to reach **1 million small farmers over five years**, increasing the area under micro-irrigation fivefold, increasing the area under direct seeded rice tenfold, and **reducing greenhouse gas emissions by 60 percent**.



### Creating water-secure cities: Gauteng, South Africa

The Gauteng city-region, which has insufficient supply to meet current water use, accounts for one-third of South Africa's GDP and a quarter of its population. 2030 WRG, working closely with the government, has established the Gauteng Water Security Partnership to bring government and business together to agree on priority actions and monitor implementation. The short-term goal is to **reduce demand by 10 percent** to bring the system into balance. The initiative will also **raise finance** to support efficient demand reduction through an innovative, competitive process managed by the private sector.

#### FIND OUT MORE ABOUT OUR WORK:

Michael John Webster  
2030 WRG Program Manager

email: [mwebster@worldbank.org](mailto:mwebster@worldbank.org)  
website: [www.2030wrg.org](http://www.2030wrg.org)

