



**PACIFIC  
INSTITUTE**

# **California Water Resilience Initiative**

**Q4 2023 Virtual Meeting  
November 15, 2023**



**CEO  
WATER  
MANDATE**

**WATER  
RESILIENCE  
COALITION**

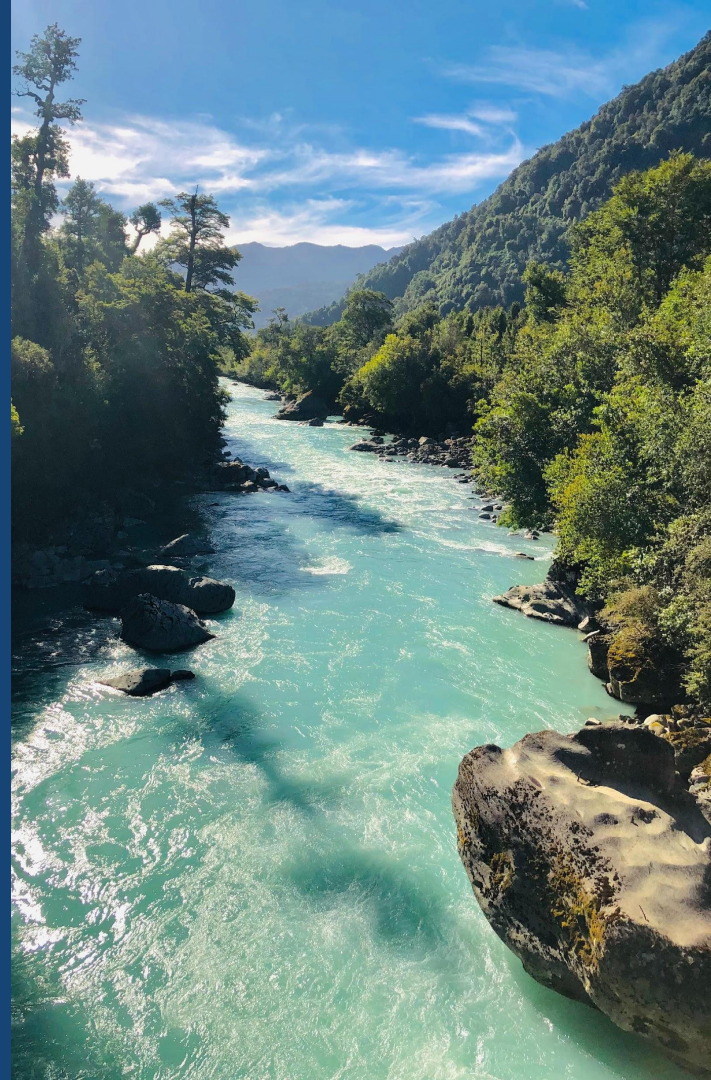


**LimnoTech** 

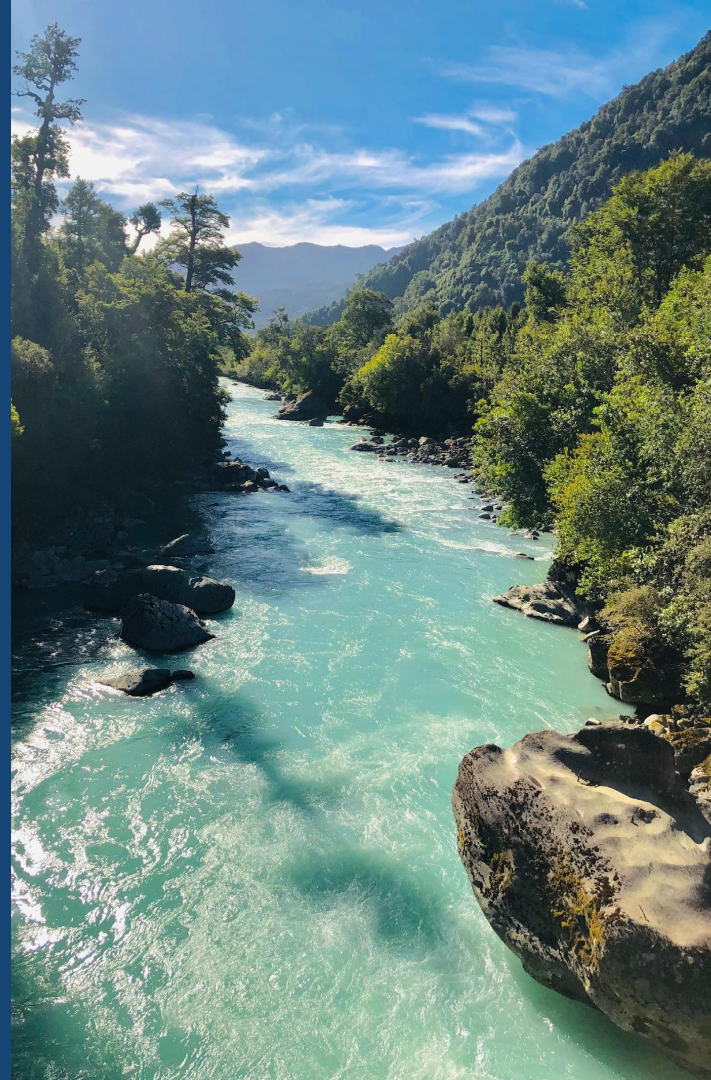
**ECOLAB®**

# AGENDA

- 1 Recap of Initiative launch event in Sacramento
- 2 Deeper dive into the roadmap & what participation looks like
- 3 Assessing the status of water stewardship in California



# Recap of Initiative Launch Event



# Launch Event: CA Water Resilience Forum

**IN-PERSON EVENT**

**WEC EXECUTIVE ROUNDTABLE & CALIFORNIA WATER RESILIENCE FORUM**

Advancing Actionable Solutions and Partnerships

OCTOBER 10-11, 2023  
LOCATION: SACRAMENTO, CALIFORNIA



The event sparked a dialogue among companies and with partners, including NGO leaders and state government officials, on how the corporate sector can contribute to achieving the state’s water resilience goals.



# Outcomes from Launch Event

- Recognition of the need to scale up corporate engagement on water to meet California's challenges and provide a blueprint for other basins.
- Excitement to evolve corporate engagement beyond funding individual projects - looking for way to enable greater impacts through collective action.
- Public sector water leaders - including the Chair of the State Water Board - indicated interest and enthusiasm in working with the corporate sector.



# Launch Event Reflections



**Emilio Tenuta, Ecolab**



**Michael Matosich, TNC**



**Christina Babbitt,  
Starbucks**

# Diving Deeper on the Roadmap



# Global Context

## ACHIEVING COLLECTIVE ACTION IN CALIFORNIA | PRIORITY BASIN

The WRC identified

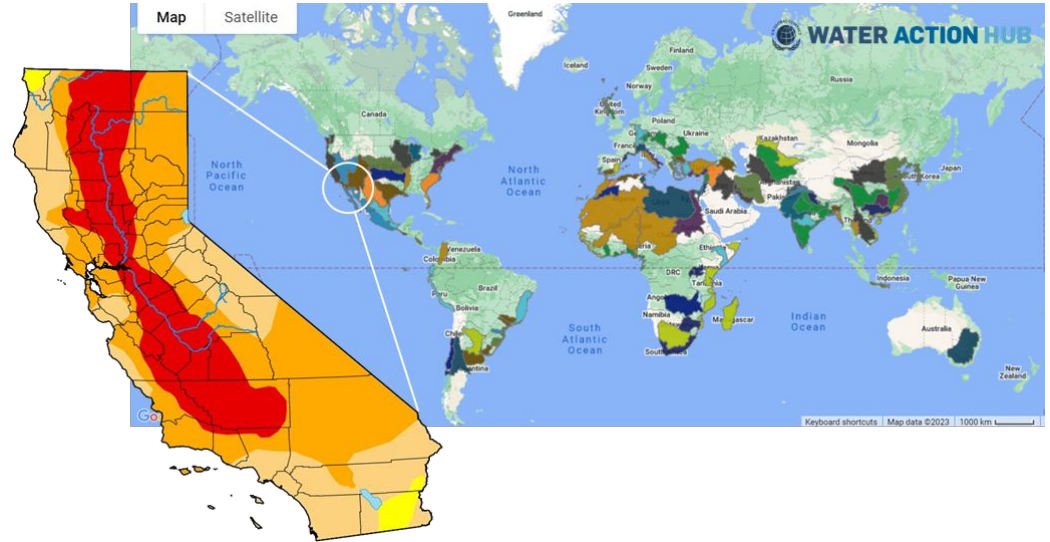
**100 of 515**

global water basins as priorities for collective action based on economic value and water risk

---

**1 of 18**

California is 1 of the WRC's initial 18 priority basins

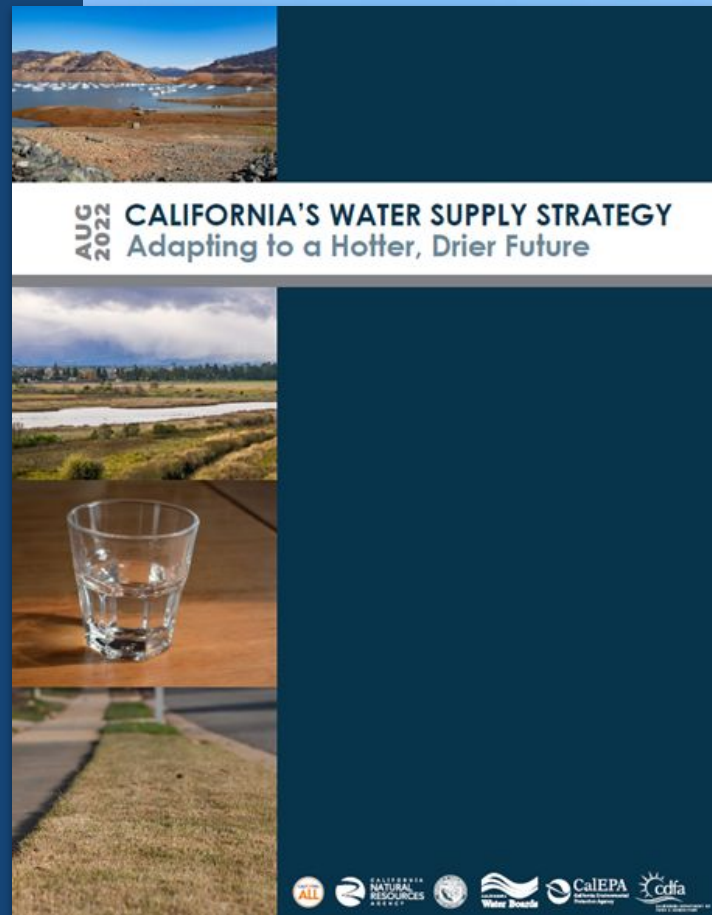




# PUBLIC SECTOR WATER AMBITION

Governor Newsom's Water Supply Strategy

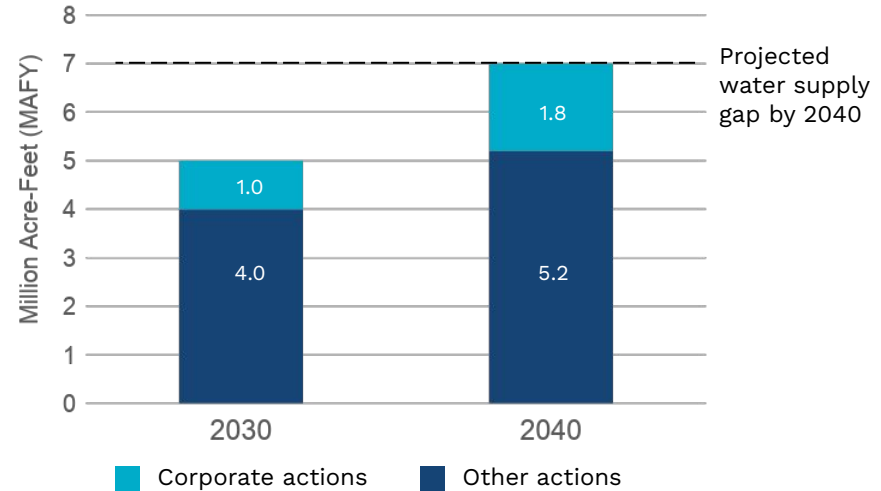
- In 2022, the Governor's Office released a report warning that California could lose 10% of its water supplies by 2040 due to climate change.
- The report puts forth strategies to close the gap through investments in reducing, reusing, and restoring water supplies, with volume goals by 2030 and 2040.



# California Water Resilience Initiative (CWRI)

## Shared Volume Ambition

Corporations will help enable **1 million AFY of water reduced, reused, and restored by 2030** and 1.8 million AFY by 2040.



For context, 1 MAFY equates to the annual water usage for approximately 3 million households and 1.8 MAFY equates to more than 3 times the annual water use of the City of Los Angeles.

# Five Intentions of the CWRI

1

## Send a Demand Signal

Demonstrate to NGOs and governments the corporate appetite to meaningfully engage on water

2

## Align Progress and Ambition

Leverage, learn from, and expand on existing water stewardship goals, collaborations, and investments

3

## Set the Direction

Create a roadmap for how to achieve the ambition

4

## Lead Enabling Activities

Explore avenues to scale up existing water solutions and create new opportunities

5

## Grow the Party

Invite peer companies and organizations to participate in the initiative

# Three Dimensions of the Roadmap

## 1 Focus Areas

Key components of California's water system where we plan to focus CWRI efforts

## 2 Spheres of Influence

Where corporations can engage and leverage their influence to advance water resilience

## 3 Intervention Strategies

Specific efforts and project types with high potential to scale and support CWRI goals

# Focus Areas



## Source Watersheds

Rivers, Snowpack, Forest, Ecosystems | Recreation, Tourism, Fisheries  
*Sacramento River, Sierra Nevada Mountains, Owens Valley, etc.*

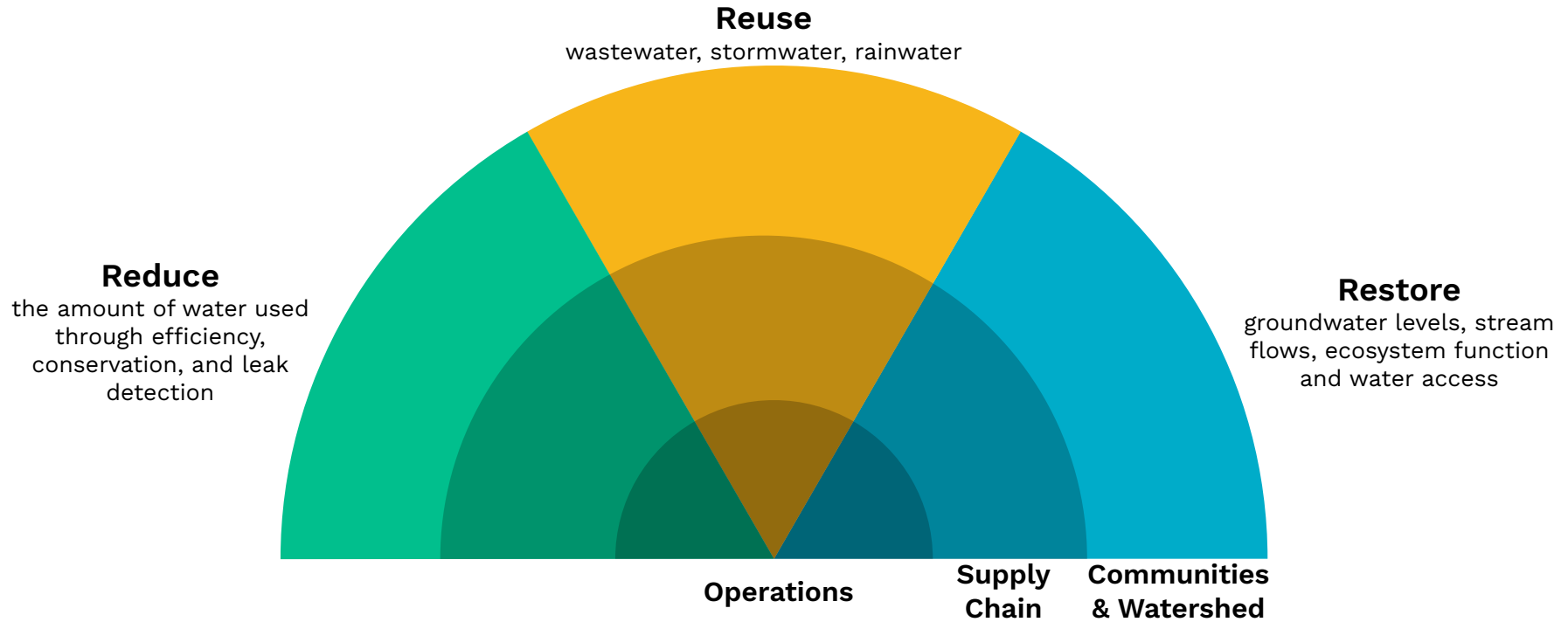
## Agriculture

Farms, Dairies, Ranches | Processing, Packaging  
*Central Valley, Salinas Valley, Imperial Valley, etc.*

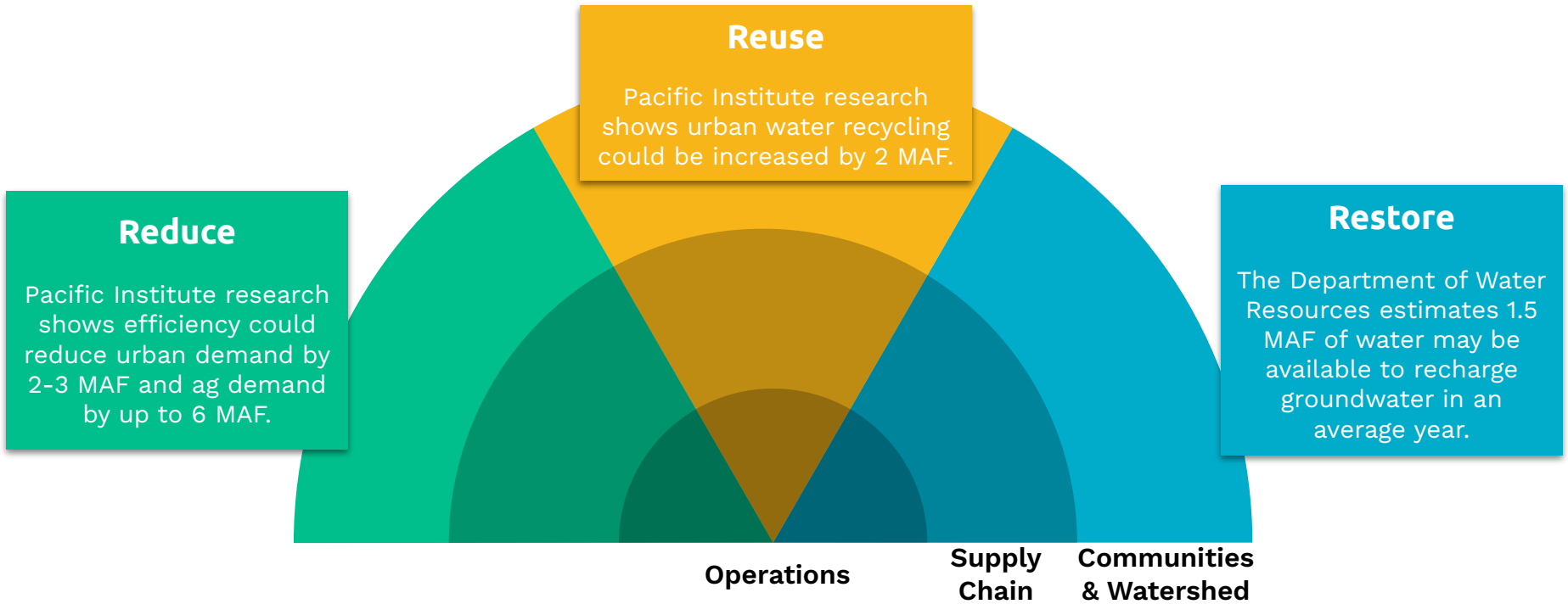
## Commercial & Residential

Office, Residence, Manufacturing, Retail | Design, Operations  
*Southern CA, Bay Area, Sacramento, etc.*

# Intervention Strategies & Spheres of Influence

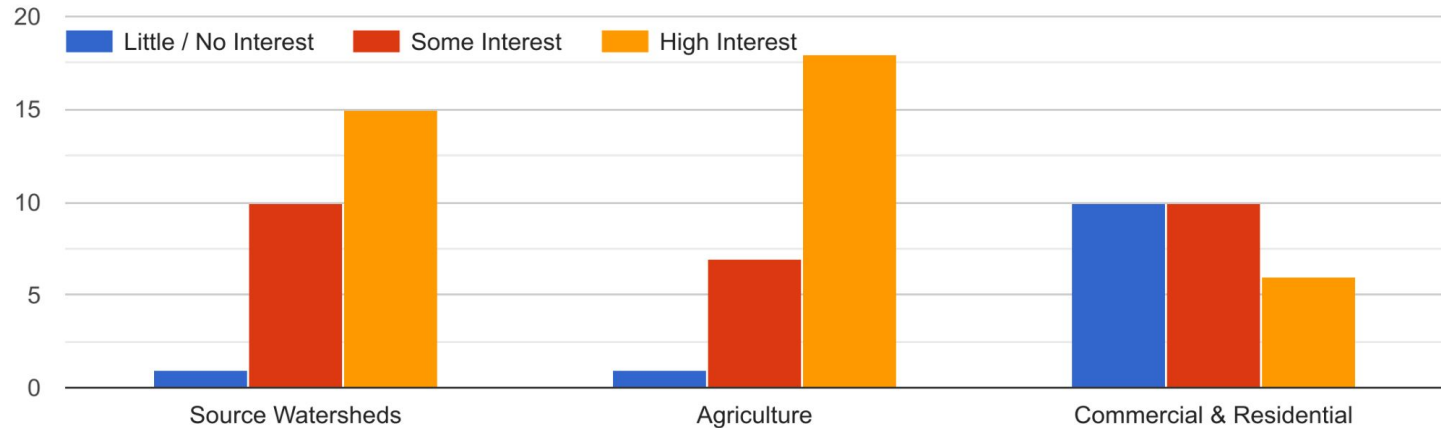


# What is the potential?



# Where is the interest?

What focus areas are you interested in?





# Where is the interest?



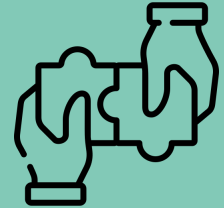
- Multibenefit projects, including habitat and biodiversity benefits
- Freshwater ecosystem restoration, watershed health, coastal resilience



- Regenerative agriculture
- Land repurposing, watershed management, water leasing
- Sustainable groundwater management, recharge



- Urban water replenishment, especially in the South Coast
- Water reuse



- Opportunities to plug into existing collective action projects
- Collaboration models across sectors with scientific expertise to support it

# Unlocking Ability to Scale

## Select

Project types with strong potential for scalable & impactful water benefits

## Identify

Opportunities to unlock projects, making it easier for corporate engagement

## Evaluate

Each opportunity potential to provide meaningful impact to CA's water system

## Co-Create

Co-Create approaches and solutions with strategic key partners

## Build

Create the mechanisms that will accelerate and scale solutions

## Scale

Unlock high impact funding opportunities for corporate investment and co-funding

Enabling Activities

# Unlocking Ability to Scale

Example: Leak Detection (Sara Hoversten, BEF)

## Select

*Residential  
Water Use  
Efficiency*

## Identify

*Leaking toilets:  
major source of  
non-beneficial  
use, especially  
where residents  
don't pay water  
bills*

## Evaluate

*Evaluate new  
and existing  
solutions in the  
market, and  
estimate the  
water benefit  
and scalability  
across California*

## Co-Create

*Partner with  
solution  
providers, facility  
owners/  
managers and  
water providers  
to create a pilot  
program*

## Build

*Implement pilot  
program at a  
variety of facility  
types. Identify  
ways to improve  
ease of  
implementation  
and streamline  
communication*

## Scale

*Expand program  
beyond the pilot  
program by  
partnering with  
water agencies,  
municipalities  
and large  
property owners*

**Enabling Activities**

# Unlocking Ability to Scale

Example: Process Based Restoration (Eddie Corwin, LimnoTech)

## Select

Meadow  
Restoration

## Identify

*Process Based  
Restoration:  
Lower cost,  
nature based  
solution, highly  
scalable & many  
co-benefits*

## Evaluate

*Work with the  
Cal PBR Network  
to define the  
size of the  
opportunity, and  
identify key  
roadblocks to  
scaling in CA*

## Co-Create

*Work  
collaboratively  
permit PBR  
within an entire  
HUC-8  
watershed, and  
create an  
implementation  
plan*

## Build

*Build out the  
teams necessary  
to implement  
PBR across the  
watershed, and  
work with CDFW  
to aligning  
beaver  
translocation in  
these areas*

## Scale

*Document  
approach and  
replicate in other  
high-priority  
HUC-8  
watersheds  
across CA*

**Enabling Activities**

# Unlocking Ability to Scale:

Example: Regenerative Agriculture (Margot Conover, General Mills)

## Select

Regenerative  
Agriculture

## Identify

*Adoption of regenerative agriculture is slow. There is no official definition and the associated water benefits are not well understood*

## Evaluate

*Partner with Sustainable Conservation to evaluate the barriers to implementing regenerative agriculture practices and their impact on watershed*

## Co-Create

*Develop a research program focused on water related benefits of soil health*

## Build

*Publish a report on the findings, and implement recommendations with willing partners to demonstrate viability*

## Scale

*Document the succeeded and refine the practices. Share within industry groups and create new partnerships to scale implementation*

Enabling Activities

# Impact Measurement

To be developed in early 2024,  
leveraging existing tools and methodologies



**WATER ACTION HUB**

# Impact Measurement

**CA Water Resilience Initiative (CWRI)  
1 MAF by 2030 Goal**

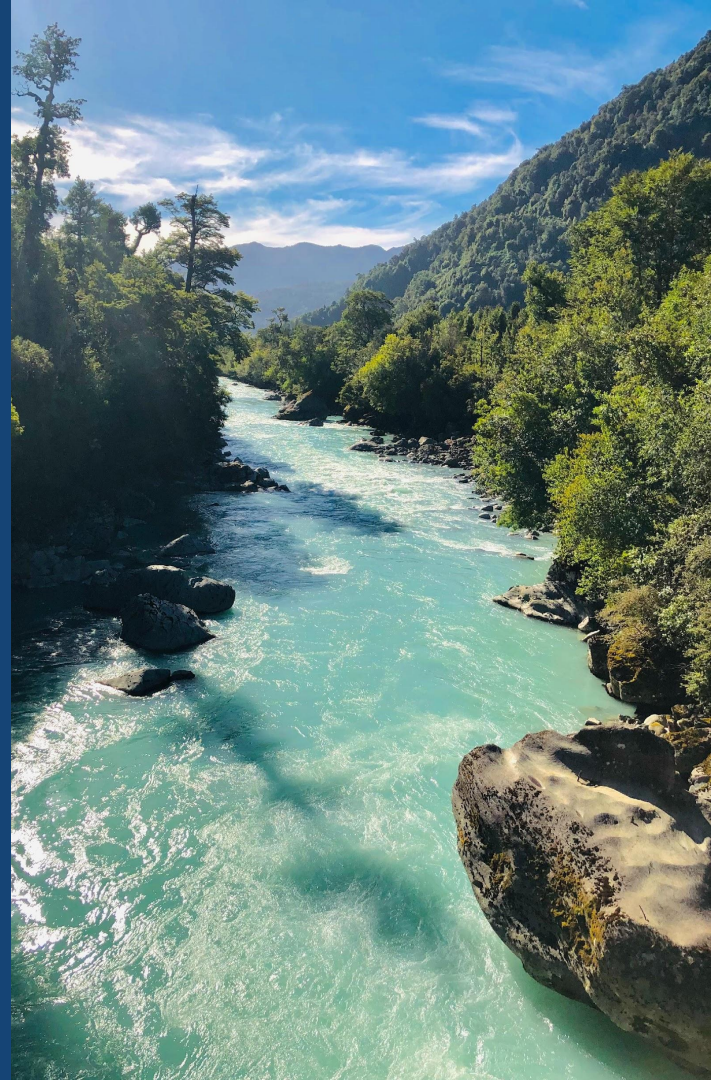
```
graph TD; A["CA Water Resilience Initiative (CWRI)  
1 MAF by 2030 Goal"] --- B["Operations & Supply Chain  
Water Savings"]; A --- C["Direct Benefits  
(Replenish Projects)"]; A --- D["Enabled Benefits  
(Replenish, Policy, P3, etc.)"]
```

**Operations & Supply Chain  
Water Savings**

**Direct Benefits  
(Replenish Projects)**

**Enabled Benefits  
(Replenish, Policy, P3, etc.)**

# What Does Participation Look Like?





# Join the Initiative

This is a shared water ambition.

We are *not* asking companies to make quantitative commitments.

## Leader

**Corporate:** Work with initiative managers to set the direction. Co-lead meetings. Fund facilitation of the initiative.

**NGO/Consultant:** Lead one or more enabling activities.

*Initiative managers also considered Leaders.*

## Partner

**Corporate:** Participate in meetings to set the direction. Engage in, and fund, enabling activities.

**NGO/Consultant:** Participate in meetings to set the direction. Engage in enabling activities. Provide in-kind support to help advance the five intentions of the initiative.

## Participant

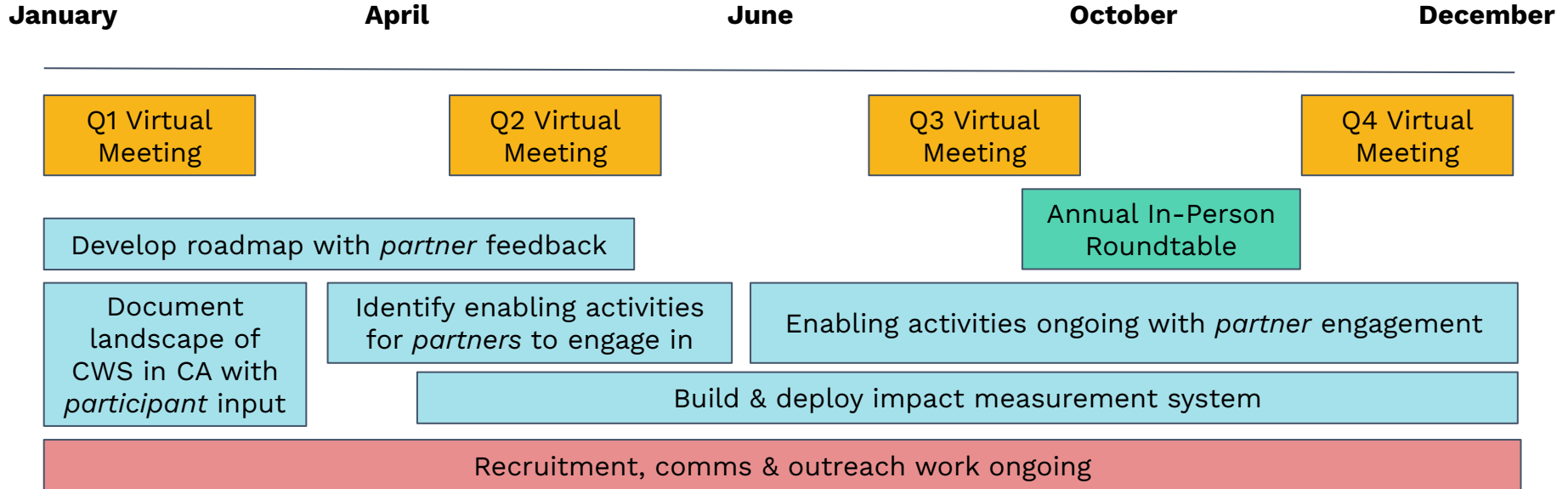
**Corporate:** Share CA-specific goals and accomplishments for aggregation. Receive meeting materials, and opportunities for further engagement.

**NGO/Consultant:** Receive meeting materials, and opportunities for further engagement.



# Looking Forward

What does the CWRI look like in 2024?



# Leveraging CWRI & CWAC Strengths for Accelerated Action

Educating members on CA water systems, community & capacity building through peer learning

Connecting companies with shovel-ready projects in watersheds and communities to provide direct benefits

Comms to support CWAC network and the business case of member organizations

Statewide volume ambition aligned with public sector goals

Build roadmap for action leveraging existing corporate goals

Enabled benefits from creating pathways to scaling projects

Support corporate engagement in water policy

External comms to industry & media

CWAC

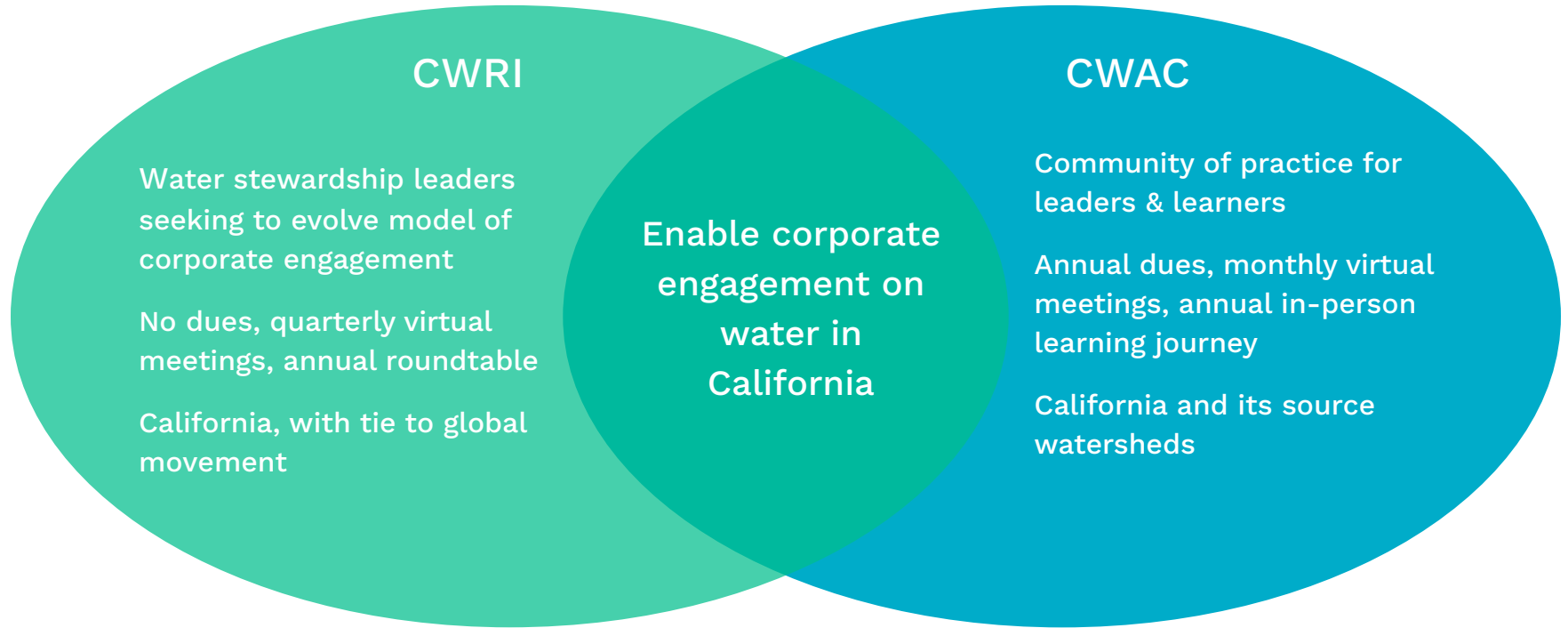
CWRI

Accelerated Action

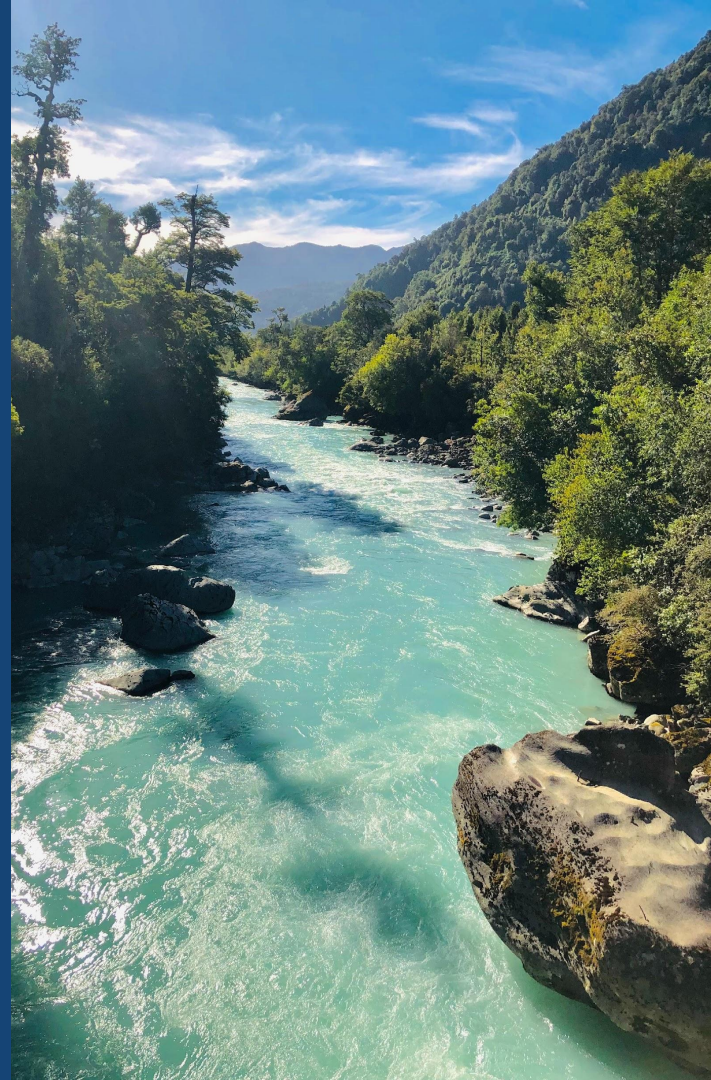


# CWRI + CWAC

Complementary & Different



# Assessing the Status of Water Stewardship in California



# Where Do We Stand?

**Many companies have water stewardship commitments in California that vary in scope and scale.**

*Intention #2 Align Progress and Ambition:*

Understand our collective baseline of ambition and activities.

Highlight success stories to demonstrate the possible and inspire action.

Inform the roadmap and enabling activities.

“We’re doing great things, but mostly alone”

# Key Questions to Answer

We need to know where we are today so we can chart a roadmap for moving forward together and track our progress.

How many companies have water stewardship commitments in California?

What water stewardship targets have been set within California?

What projects have been implemented in California?

# Existing Water Stewardship Commitments

Does your company have...

1. A water stewardship commitment in California?
2. An operational water goal for California?
3. A supply chain water goal for California?
4. A replenish goal for California?

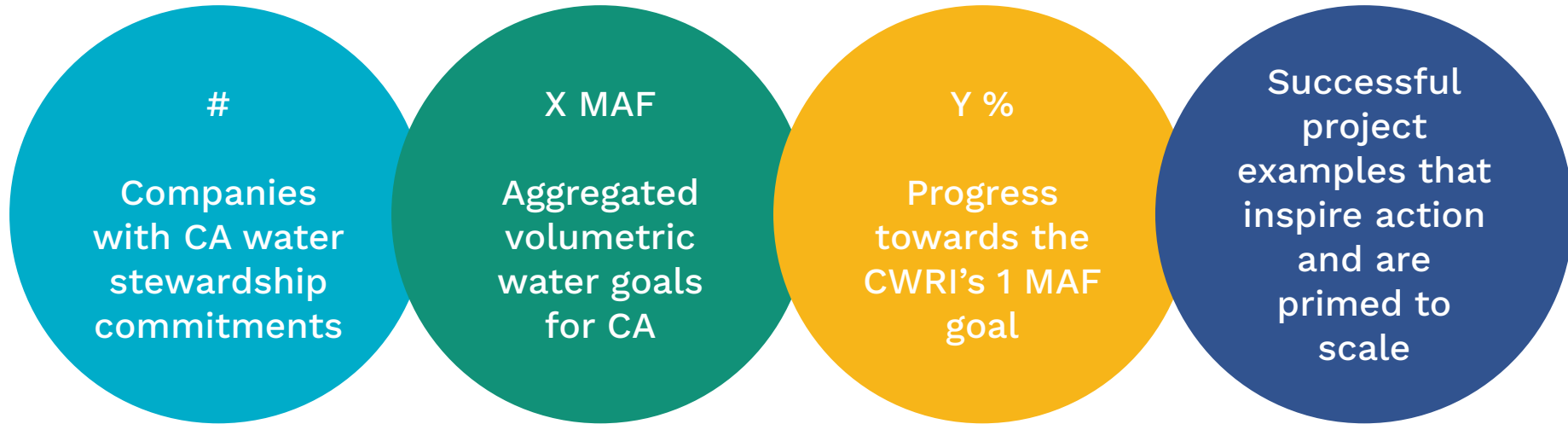
[tinyurl.com/yc6h2ty2](https://tinyurl.com/yc6h2ty2)





# End of Year Goal

We need to know where we are today so we can chart a roadmap for moving forward together and track our progress.



# NEXT STEPS

- 1** **SHARE INFO:** Cora & Eddie will schedule 1:1 calls to learn more about your organization's ambitions and activities to inform landscape assessment and roadmap.
- 2** **THINK AHEAD:** As a *leader* or *partner*, where do you want to see this initiative focus its efforts?
- 3** **NEXT MEETING:** Tuesday, January 9 from 11:00 AM - 12:30 PM PT.



# Thank you! Questions?

## Initiative Managers:

### **Cora Snyder**

Senior Researcher  
Pacific Institute  
[csnyder@pacinst.org](mailto:csnyder@pacinst.org)

### **Eddie Corwin**

Water Stewardship Specialist  
LimnoTech  
[ecorwin@limno.com](mailto:ecorwin@limno.com)

# Appendix

# Imperative for Local Action

## CALIFORNIA WATER CRISIS

### Economy

California is the most economically productive state in the US, and fifth in the world.

### Water Supply Gap

Over the next 20 years, California could lose 10% of its water supplies.



### Climate

As the climate changes, California is facing worsening water extremes, both drought and flood.

### Action

To ensure a water resilient future, we must accelerate action to reduce, reuse, and restore water.

# CWRI + CWAC

CWRI		CWAC
No explicit focus on learning and development	<b>Learning &amp; Development</b>	Educating members on CA water systems, capacity building through peer learning
Support corporate engagement in water policy	<b>Policy</b>	No explicit focus on policy
Water stewardship leaders seeking to evolve the model of corporate engagement	<b>Target Audience</b>	Community of practice for leaders & learners
No dues, 3 levels of participation, annual roundtable	<b>Membership</b>	Annual dues, monthly virtual meetings, annual in-person learning journey
Enabled benefits from creating pathways to scaling projects in watersheds & communities, value chains, and operations	<b>Project Development</b>	Direct benefits from shovel-ready projects in watersheds & communities
California, with tie to global movement	<b>Geography</b>	California and its source watersheds
Includes external comms to industry & media	<b>Communication</b>	Comms to support CWAC network and the business case of member organizations

# Sample CWAC Projects

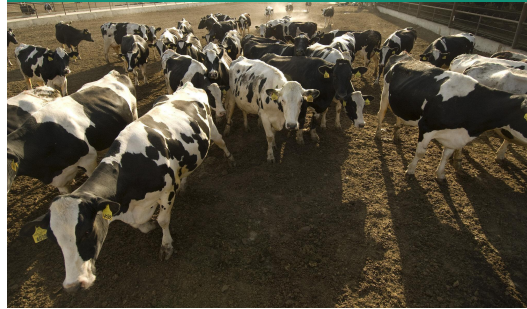
## RESTORE in Source Watersheds



### Yuba II Forest Resilience

This prescribed forest burning project reduces catastrophic wildfire risk and restore natural vegetation, which protects drinking water quantity and quality for downstream users.

## REDUCE in Agriculture



### Dairy Irrigation Innovation

This water efficiency project uses innovative filtration & drip-tape technology to precisely apply water and fertilizer, reducing water use and protecting groundwater quality.

## REDUCE in Commercial & Residential



### Toilet Leak Detection

This water efficiency project uses innovative toilet leak detection technology to save water, money, and time for nonprofit owners of affordable apartment buildings.

# Unlocking Ability to Scale:

## Example - Water Access

### Select

*Water access  
in San Joaquin  
Valley*

### Identify

*Connections to  
water utilities*

*Connections to  
community  
groups*

*Examples of  
success*

*Policy drivers*

### Evaluate

*Solutions that  
are easy to  
deploy and  
maintain will  
provide  
meaningful  
impact*

### Co-Create

*Create a  
program with  
Planet Water to  
distribute their  
Aqua Tower  
solution in  
areas that do  
not have  
reliable supply*

### Build

*Deploy Aqua  
Towers in 10  
high priority  
communities*

### Scale

*Replicate  
approach in  
the next 50  
priority  
locations*

Enabling Activities