# Water Taskforce Strategy 2018-2021

A vision for responsible business

Business in the Community works to create healthy communities with successful business at their heart. We work with on the responsible business agenda to support businesses to achieve purposeful leadership and responsible management across all areas of its business, in the pursuit of environmental sustainability and building healthy, fairer communities.

Responsible Business Map

A responsible business, by creating healthy communities and a healthy environment, achieves long term financial value.
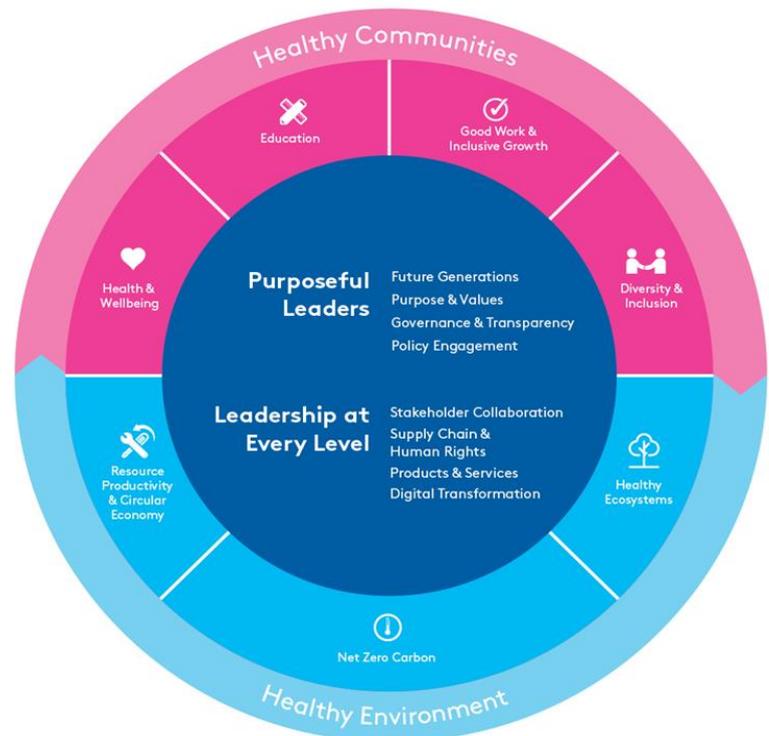
Responsible business means successfully operating without compromising the prosperity of society and within planetary boundaries. When doing this, businesses are more profitable and strengthen their competitiveness and long-term financial sustainability (contributing across all the SDGs).

BITC want business to achieve long-term financial value through enabling society and the planet to thrive. Innovate to offer a responsible business model that offers products and services that engage customers in responsible behaviours, and manage your operations in line with the construction of a restorative economy. Understand where you are able to have more impact by identifying those issues that are of greatest importance to both your commercial success and your key stakeholders.

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Smart Growth

Finding new ways to create commercial, economic and social value by tackling environmental challenges

Our current model of prosperity is undermining the environment's ability to support businesses and communities, so BITC is changing the debate. Our mission is to move away from encouraging a 'less bad' business as usual, to working with business, Government and Civil Society to create a positive vision for 'Smart Growth.' The scale of the task is huge, which brings great opportunities. Over the next 5 years, we will support more than 5,000 organisations, through value chains, in workplaces and in towns and cities across the UK. The Responsible Business Map identifies three key 'smart growth' priorities:

- Achieving net zero carbon and building resilience to climate risks
- Maximising resource productivity in a circular economy
- Nurturing the health of the ecosystems we depend on

To achieve our mission, we bring expertise to challenge and support companies to develop innovative products, services and processes; convene businesses and key partners to learn and solve shared challenges together; and facilitate collaborative projects that harness the power of technology, new financing models and better ways of influencing policy to change the game.

Water Taskforce

Globally we have 60 harvests left if we continue to degrade soil at current rates and it takes 1,000 years to grow just 3cm of new topsoil. In our towns and cities, green spaces strengthen communities, enabling people to come together, improve health and wellbeing, build relationships and reverse the trend of isolation. It is clear that those living in deprived communities have less access to local green spaces and where the communities are ethnically diverse the contrast is starker. Living close to green spaces can reduce mortality rates and help to cut health inequalities. By working collaboratively to address these issues the Water Taskforce deliver increased resilience of urban and rural landscapes, that protect natural assets, support wellbeing and help climate proof community and business assets

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The water programme has three pillars of work: healthy ecosystems, resilience and circular economy. These work areas are built on a foundation of enablers, provided by the Water Task Force. In the last 3 years, the work of the Water Taskforce has leveraged £0.5million towards collaborative campaigns such as healthy ecosystems, FOGs and SuDS. These projects have addressed challenging environmental issues that impact across sectors. Through action research the Water Taskforce projects have identified that cross cutting themes such as innovative financing mechanisms, digital and skills are integral to overcoming environmental challenges that will achieve positive social change.

WATER TASKFORCE
STRATEGY
2018-2021

Our Programmes

Healthy Ecosystems

Working with businesses to reduce risk and improve the health of water, soil and biodiversity within their supply chains.

Water Resilient Places

Developing a new model for cities that provides green and blue spaces for people and the environment

The Circular Economy of Water

Reduce, reuse and recycle water and wastewater to create new business opportunities and address shared issues

Innovative Financing

By 2021 we will identify and apply financing mechanisms and products that can sustainably deliver our water resilient cities and healthy ecosystems projects

A Digital Framework

By 2021 we will have a framework for sharing data to achieve common good and address climate change, demonstrated in an urban and rural place

The Big Ideas

In 2021 we will no longer talk about social or environmental benefits. We know that what is good for the planet is good for people and this will be reflected in how we measure our impact.

People and Planet

By 2021 we will have vibrant, engaged SME membership. They will access clear, relevant messages on water and environment by using the SME Hub 'Trading for Good'

An SME Hub

Healthy Ecosystems

Working with businesses to improve the health of water, soil and habitats by working through their supply chains.

Our Healthy Ecosystems project has worked with food supply chains, water companies and other businesses to look at how farmers can be better supported by a stewardship approach to land. This will improve the health of water, soil and biodiversity and in turn the prosperity of their businesses and the local community.

We are now testing the "Landscape Enterprise Network" model in Cumbria and East Anglia to identify how multiple stakeholders with an interest in an area can come together to support farmers. We will work to scale up business engagement with catchment-based approaches, linking with our business connectors programme.

In the next three years we will:

- Convene business and government to become the architects of a viable post Brexit alternative to CAP

- Work to ensure that the shared value of natural capital is recognised by multiple beneficiaries and embedded into landscape and urban planning.

- Create a digital framework for sharing data to address common challenges and provide transparency of impacts across the agricultural value chain to enable cross sector collaboration and develop solutions

Resilient Places

Headline: Developing a new model for cities that provides green and blue spaces for people and the environment.

With support from Defra and United Utilities, BITC is developing a SuDs pilot which will build two demonstration sites and develop an innovative financing tool that can support a city-wide programme. Our work to test how SuDs in Greater Manchester could improve wellbeing and resilience while also saving money for schools, the NHS and for businesses. The project has modelled a GMCA wide programme that would provide a return on investment within 3-5 years, and the potential for multiple benefits (eg air quality, health and wellbeing, carbon sequestration) of up to £65 million over 10 years. Working with BITC's place based agenda phase 3 will take this programme to scale in cities and towns across the UK. Phase 3 will work with developers to integrate resilient design into new housing development, enabling affordable resilient housing in flood risk areas and will develop financial models that can support retrofit and new build resilience across the UK.

In the next three years we will

- Work with National & Local government to ensure they have the knowledge and tools to mainstream resilience into town planning

- Develop pilots to demonstrate models of good practice that can be scaled at a national level (retrofit existing settlements, in the design of, new developments, in areas of water scarcity)

- Demonstrate that these models can become the new paradigm for collaboration in green and blue infrastructure and enable smart growth in the UK.

The Circular economy of water

Headline: Reduce, reuse and recycle water and wastewater to create new business opportunities and address shared issues.

Increasingly waste is travelling through drains and overland to end its journey in our marine and aquatic environments. This creates negative impacts on the environment from localised flooding to the impact on marine life. BITC will highlight how businesses are working to address this, lead employee engagement events and convene businesses around a commitment for change.

The third pillar has previously addressed challenges of FOGs and Unflushables under the heading of innovation. We propose to develop this work by applying a circular economy lens, this will allow us to address issues of all waste in aquatic and marine environments as well as opportunities around water, energy and food nexus. This work will connect with the circular economy taskforce and explore the role of water in the circular economy.

There is an opportunity to build partnerships with the beach and river care alliances as well as 'Keep Britain Tidy' to partner on employee engagement events.

In the next three years we will

- Deliver a concordat between business and utilities to agree shared actions on addressing issues that disrupt the circular economy of water
- Work with businesses so that they understand their impact on water quality & quantity and their role as leaders in creating and delivering low water impact goods and services to customers through schemes such as water labelling.
- Create behavioural change in our employees in the workplace and harness their power to become circular economy consumer advocates
- Create an innovation markets place for business and SMEs to optimise innovation around circularity

Cross cutting

The cross-cutting themes connect the water taskforce to BITC's organisational priorities, strengthening the impact that responsible business can make across the network. BITC is rooted in engaging business to support positive social outcomes and a resilient environment is an integral part of achieving that. To ensure integration the Water Taskforce have set out four big ideas that will help deliver our ambition by 2021.

The Big Innovative Financing Idea

To achieve sustainable change, an approach much be financially viable within a market place. Innovative financing is helps to value smart growth and find a market for it. By 2021 we will have a

clear understanding of the multiple benefits for multiple beneficiaries supported by a stronger enabling environment from government and technology e.g. blockchain. BITC will provide insight for 2/3 models based on existing projects that are scalable across sectors and geographies. BITC will help catalyse these changes by:

- Understanding the existing context
- Identifying a number of financing models for rural and urban areas across the UK
- Identifying multiple stakeholders & beneficiaries and convening them around integrated problems.

To achieve this, we will use this understanding to build on our existing pilots looking back on the experiences of others (both in the UK and internationally) and look forward to opportunities growing from our changing political, economic and technological contexts.

The Big Digital idea

As BITC set out in the 'Brave new World?' report, skills and digital are the themes that will shape responsible business in the future. By 2021 we will have a framework for sharing data to achieve common good and shared value. It will be a proven concept that has been rolled out in a test catchment, pride of place and others. This framework will support the working for the common good, address climate change and optimise solution. The success of this framework will be captured in examples from across the market and in BITC's other projects. BITC will deliver this framework by:

- Working with digital experts in a focused hack of 2-3 questions which can be answered by data sharing
- Focusing on one place first
- Learning from other projects
- Identify suitable local authorities to pilot through e.g. Peterborough City Council

To achieve our objectives we will need access to data, and data expertise, that can meet defined business questions. A data store that can aggregate data and anonymising tools, Data analysis tools in a data lab to trial and learn from.

The Big Social Idea

The Water taskforce will deliver community centred projects and interventions that deliver social and environmental benefits.

In 2021 we will no longer be talking about social or environmental benefits, it will be implicit that what is good for the planet is good for people. We will be able to demonstrate these benefits through both our project KPIs that demonstrate social and environmental goods. This integration will be visible internally and externally, across BITC's members and programmes. To achieve this we will:

- Develop a roadmap of how companies can achieve integrated social and environmental good through the responsible business agenda, supported by case studies and demonstrated through a pilot.
- Each new project will develop its own 'pizza' wheel of ideas that are important to that community
- Identifying barriers e.g. regulations

To achieve this we will need to strengthen BITC's internal linkages and leverage the strengths of our social programmes. We reach out to communities who are not usually engaged, connecting with the 'pride of place agenda. We will model ways of working that will allow businesses to do it for themselves.

The Big SME idea

BITC will develop an SME Hub that will support a vibrant, engaged SME membership of BITC with clear relevant messages on environment good practice and guidance. To make this work:

- We will develop a well, researched targeted model with SMEs and trial it in a pilot location
- We will engage existing BITC members to work with SMEs through their supply chains
- We will partner with SME membership organisations including Federation of Small Business and the Chambers of Commerce

To achieve this goal we will need to work through established networks to engage SME's. This will include BITCs members & their supply chains and small business institutions. We will need to develop messaging and communications that is targeted at SME's and appeals to their capacity. To strengthen our ability to do this as a Water Taskforce we should target a water retailer to join the taskforce and engaged in this project.

Measuring impact

The impact of the programme will be measured in line with the Smart Growth KPIs, to which the Water Strategy will contribute:

KPI's	2018	2019	2020	2021
Organisations with meaningful engagement with smart growth	70	190	450	525
Scaling up our profile, credibility and reach though communications & social media	15	20	20	20
Scaling up impact through collaborative projects	14	61	95	111

Water Taskforce Strategy: A four-year action plan

	2018	2019	2020	Outcomes	Impacts by 2021[1]
Healthy Ecosystems	Initiate CABA connectors Adoption of LENS approach in X 2 places including financing mechanisms Roll out of digital framework for healthy ecosystems 10 companies engaged	CABA connectors in 20 catchments Adoption of LENS in x 5 places including financing mechanisms Learning from digital framework pilot & scaling up 125 companies engaged	CABA connectors in 30 catchments and business partners in 20 catchments Adoption of LENS in x 5 places including financing mechanisms Digital framework implemented in x 3 places 175 companies engaged	Businesses are active partners in 50% of the UKs Catchment partnerships 250 companies participating in catchment approach	*The shared value of natural capital is recognised by multiple beneficiaries and embedded into landscape and urban planning.* *The Water Taskforce convenes business and government to become the architects of a viable post Brexit alternative to CAP* *Create a digital framework for sharing data to address common challenges and provide transparency of impacts across the agricultural value chain to enable cross sector*

[1] Numbers are cumulative over 3 years

					collaboration and develop solutions
Resilient Places	Programme roll out of WRC in Greater Manchester Scale up of National level programme Adoption of financing mechanism 10 organisations engaged	National level roll out in x 3 places including Manchester and 2 x Pride of place locations 2 x large scale trials with housing developers 15 organisations engaged	Adoption of WRC framework in x 5 places including x 3 Pride of Place locations Scale up of resilient new build housing 25 organisations engaged	We will identify and apply financing mechanisms and products that can independently sustain the projects 5 places have a strategic plan for urban growth that will support long term resilience 25 organisations[2] participating in resilient places	*Work with National and Local government to ensure that they have the knowledge and tools to mainstream resilience into town planning* *Develop pilots to demonstrate models of good practice that can be scaled at a national level (retrofit existing settlements, in the design of, new developments, in areas of water scarcity.* *Demonstrate that these models can become the new paradigm for collaboration in green and blue infrastructure and enable smart growth in the UK .*
Circular Economy of Water	Development of unflushables programme Joint roll out of Plastic awareness campaign with circular economy taskforce	Retailer engagement on unflushable National level campaign to clean up plastics		% increase in circularity within business supply chains. % reduction of unflushable items in sewerage blockages	*Deliver a concordat between business and utilities to agree shared actions on addressing issues that disrupt the circular economy of water* *Work with businesses so that they understand their impact on water quality & quantity*

[2] Organizations included business, local/regional authorities and other local stakeholders

	Employee beach/river clean up opportunities Showcasing actions taken by business 10 businesses participate	30 business participate	50 business participate	% reduction of waste in rivers and coastal areas 50 companies participating in employee engagement	*and their role as leaders in creating and delivering low water impact goods and services to customers through schemes such as water labelling.* *Create behavioural change in our employees in the workplace and harnessing their power of employees to influence behaviour change and to become create circular economy consumer advocatess* *Create an innovation markets place for business and SMEs to optimise innovation around circularity*
Big Ideas	Link with BITC's Social Impact measurements Scope SME Hub 40 SMEs consulted	Pilot reporting on social and environmental impacts of projects Develop SME hub 20 SMEs piloted	Review strategy 200 SMEs using Hub for advice on water and environmental issues	200 SMEs using Hub for advice on water and environmental issues We measure social and environmental value in all water projects	*We work with businesses to account for social and environmental good delivered through sustainability strategies* *SMEs are resilient and able mainstream circularity within their businesses*