

# Stakeholder Engagement and Groundwater

A Practical Approach

By Peter Penning – Antea Group USA

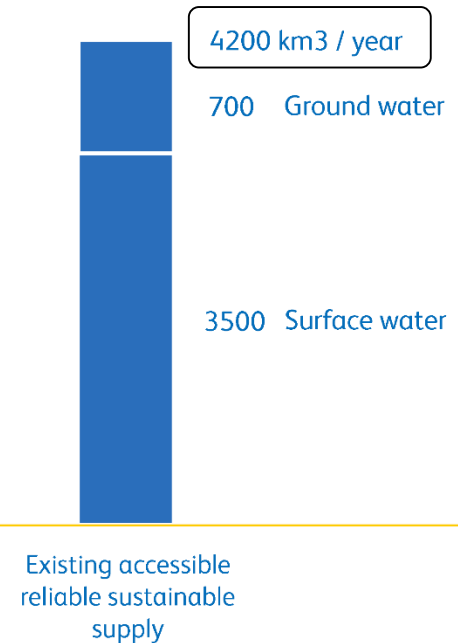
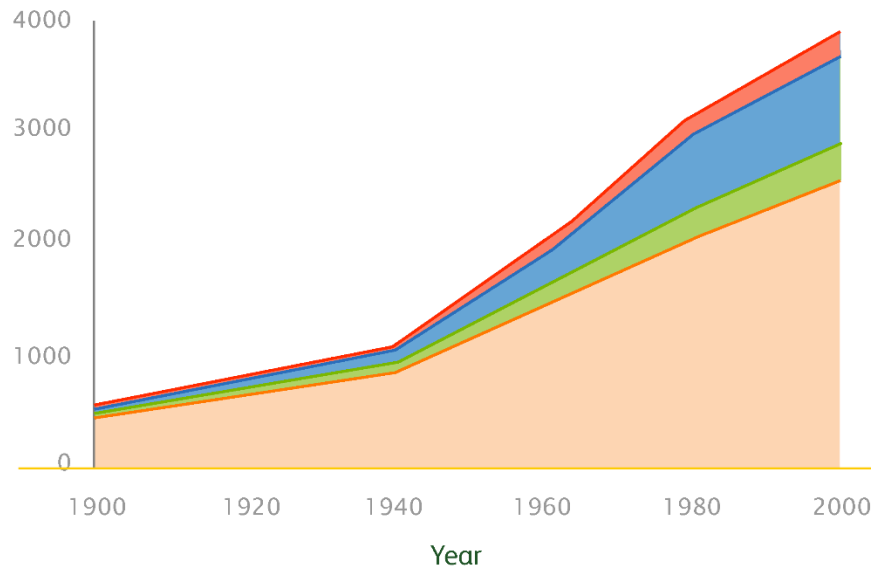
# Ever Increasing Water Scarcity

## Legend

Reservoir losses   Municipal   Industry   Agriculture

## Estimated annual world water use

km<sup>3</sup> per year

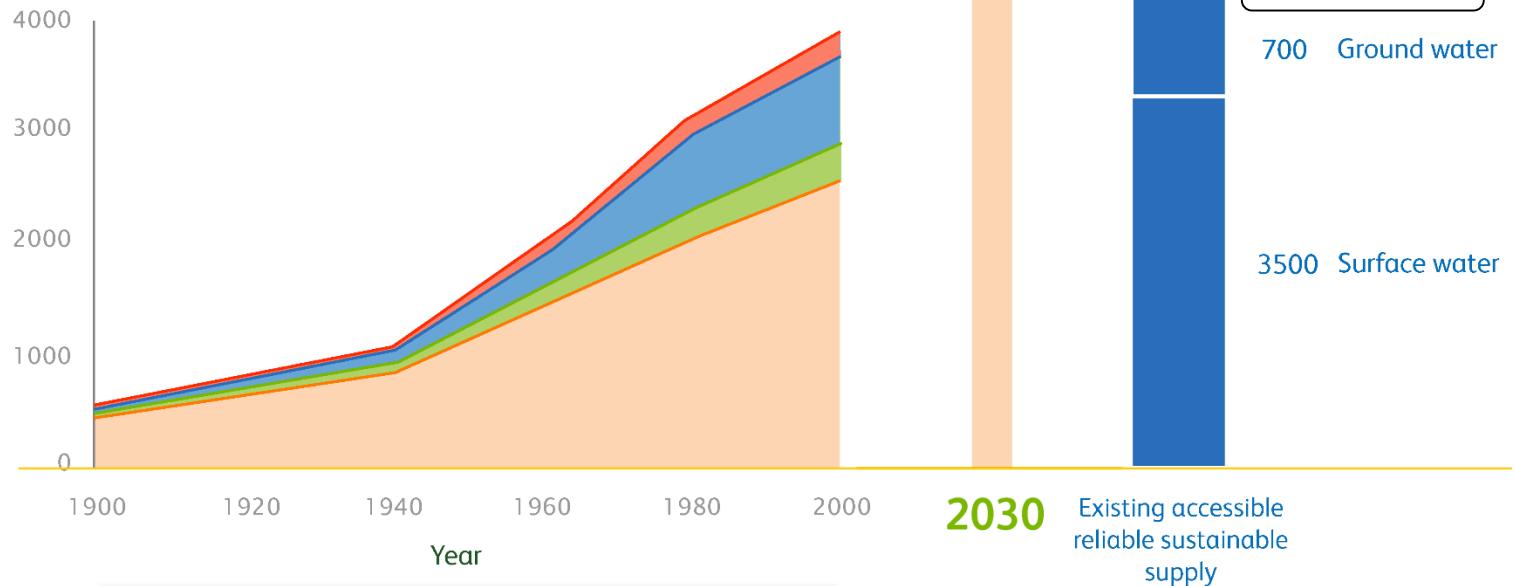


# Ever Increasing Water Scarcity



## Estimated annual world water use

km3 per year



# Stakeholder Management

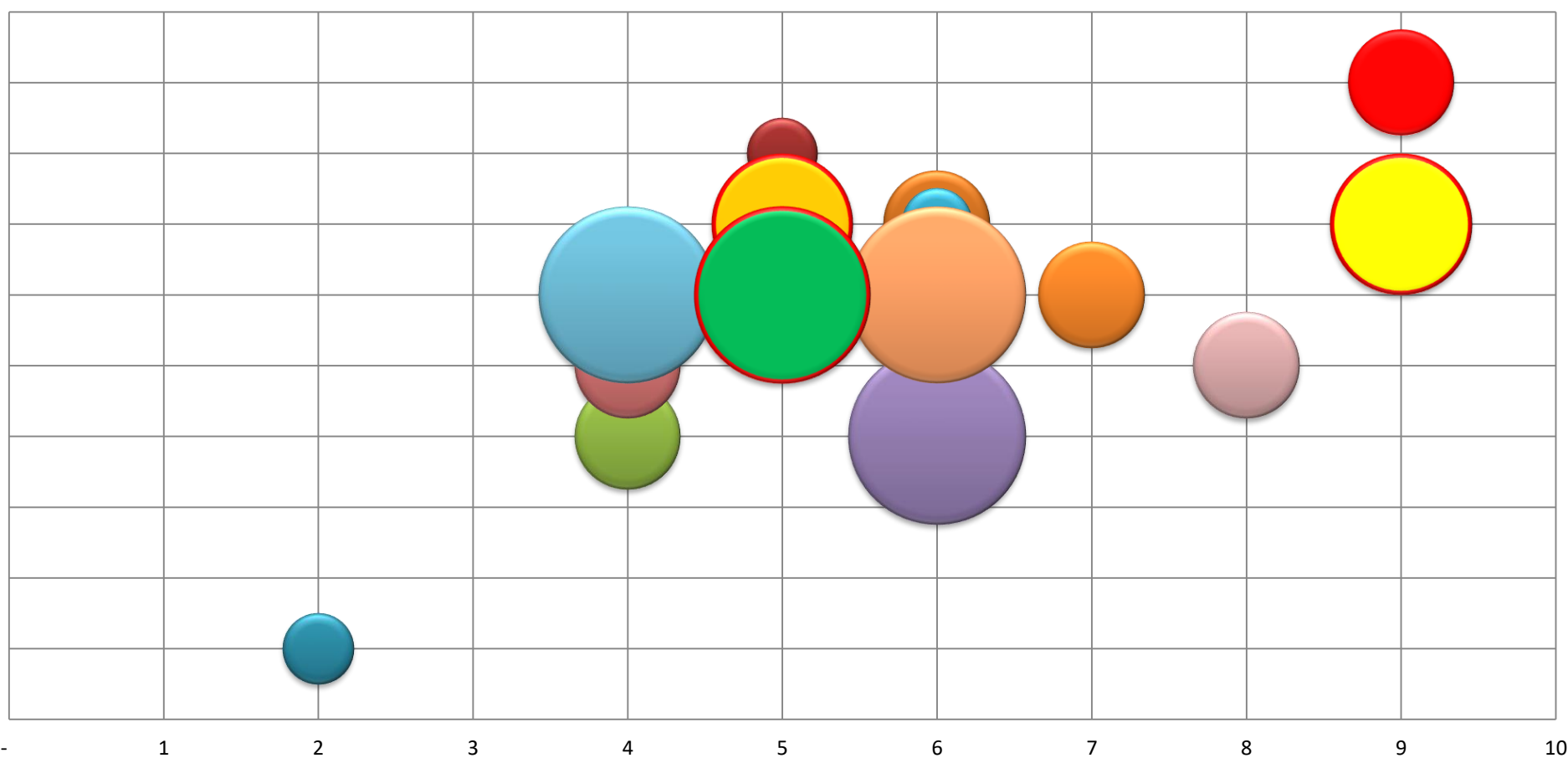
- More and more companies must take into account and pro-actively manage stakeholders to avoid restrictions on their ability to use water
- Stakeholder engagement needs to happen at the local level:
  - Engagement at local level different from what is currently the norm
  - Charity and philanthropy
  - Centralized approach is not optimal
  - Engage with the right stakeholders at the right level of effort
- Bad stakeholder engagement or ill-prepared stakeholder engagement is worse than no engagement
- Stakeholder engagement, when done well, will significantly improve companies' chances of continued and uninterrupted production

# Practical Approach

- Design the right, fit-for-purpose, stakeholder engagement plan
- Identify the stakeholders
- Scrutinize and assess the stakeholders:
  - Criteria will depend on the company's own strategic objectives
  - Quantify
- Stakeholder map
- Planning an approach for each stakeholder



# Stakeholders



- Ministerio de Agricultura, Alimentacion y Medio Ambiente
- Clients - Hotel Chains, colegios, gasolineras....
- Clients - Mercadona otros gran distribucion
- Media (newspapers, others)
- SEO/Birdlife
- Ecologistas en Accion
- Municipality
- Beverage Industry (Coca-Cola, Pepsi, Schweeps)
- Consejo Estatal de Responsabilidad Social
- Greenpeace
- WWF
- Foretica

# Conclusions

- Water is a common good and an emotive subject
- Facing an ever increasing water scarcity, more and more companies must take into account and pro-actively manage the needs, perceptions and desires of stakeholders to avoid restrictions on their ability to use water
- Stakeholder engagement needs to happen at the local level:
  - Acts of charity and philanthropy are necessary, but do not amount to a serious engagement activity
  - It is vitally important to engage with the right stakeholders at the right level of effort
  - Bad stakeholder or ill-prepared stakeholder engagement is worse than no engagement
- Stakeholder engagement, when done well will significantly improve companies' chances of continued and uninterrupted production