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WATER EMERGENCY ON THE RETAIL SHELF

How German food retailers can reduce their water risks

Publisher: WWF Germany
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Lead author: Johannes Schmiester (WWF Germany)
Co-author: Philipp Wagnitz (WWF Germany)
Coordination: Johannes Schmiester (WWF Germany)
Contact: Johannes Schmiester (WWF Germany), johannes.schmiester@wwf.de
Editing: Donné Norbert Beyer (octopus media)
Layout: Marijke Küsters | www.mkuesters.com
Production: Maro Ballach (WWF Germany)

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Jörg-Andreas Krüger, Philipp Wagnitz, Marina Beermann, Andrea Dreifke-Pieper, Justus Kammüller, Alexander Liedke, Jenny Walther-Thoß, Thomas Köberich and Thomas Schlembach (all WWF Deutschland); ALDI Einkauf GmbH & Co. oHG; ALDI SÜD Dienstleistungs-GmbH & Co. oHG; Alnatura Produktions- und Handels GmbH; BIO COMPANY GmbH; EDEKA ZENTRALE AG & Co. KG; LIDL Stiftung & Co. KG; METRO AG; Netto Marken-Discount AG & Co. KG; Rewe Group – REWE-ZENTRALFINANZ eG; tegut … gute Lebensmittel GmbH & Co. KG;

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Message from the Chief Conservation Officer of WWF Germany


Jörg-Andreas Krüger

On average, 47 liters of freshwater are consumed per euro of turnover in German food retail. The sector is therefore by far the thirstiest in the German economy. Due to its great dependence on the blue gold, the industry bears a great responsibility and even acts in its own interest when helping to preserve sustainable river basins worldwide.

In the month of July 2018 new heat records have been measured like never before. German farmers expect crop losses of 30% for cereals and other annual crops. Intense discussions are already under way on monetary compensation. This summer shows how valuable fresh water is for German politics and its economy and just how serious the consequences of a drought can be.

What is still an exception in Germany is everyday life in many places from which we import our food, learned by observation – and partly even understood. China, India, Egypt, Turkey, South Africa, Chile, Peru, the USA and Mexico are just some of the countries in which water is a scarce commodity and whose fruits and vegetables still end up on German plates every day. Spanning across almost the entire globe, our agricultural supply chains reach regions suffering from water scarcity, pollution, flooding, poor regulations and water conflicts.

Agriculture is the main culprit and the one that causes the most suffering. Worldwide it is responsible for 70% of water use and often stands in competition with other water users, not least with nature. According to the World Economic Forum, water-related risks are among the top 5 global business risks in the last years. No other habitat has recorded a greater decline in species populations than rivers, lakes and wetlands, at just little below 80% since 1970.
German food retail is directly affected. This is simply because such water risks are also imported into Germany through global supply chains. Supply shortages, price fluctuations and reputational damage are consequences of water risks for the industry. But anyone who places such heavy demands on a common good also has a direct responsibility for its future in the regions of imported products – not least out of self-interest.

In practice we unfortunately see very little responsible, strategic action on the subject of fresh water. This was also confirmed by our survey of leading German food retailers on which this report is based. To begin with, there is often a lack of understanding of local water risks in the river basins from which the products are imported. And still there is hardly any cooperation along the supply chains. However, to change the status quo market players already have a broad portfolio of tools, methods and experiences on which they can build to reduce water risks along the supply chain.

Food retailers need to better understand what water risks their suppliers are exposed to and what the cause of these problems is. We are convinced that the key to a more sustainable future for local water problems lies above all in targeted action at river basin level. This is often far away from learned business processes. But it is precisely here that more must be done in the future.

Water risks can only be effectively addressed and reduced together.

We call on the German food retail sector to live up to its responsibility and to work with its suppliers and market participants for sustainable local water use. Joint solutions are essential here, since the regional overlap of the supply chains is known to be very high. And what applies in the river basin also applies to food retail as an industry: water risks can only be effectively addressed and reduced together.

Jörg-Andreas Krüger,
Chief Conservation Officer WWF Germany

German food retailing is the sector most dependent on water and most exposed to water risks.

Summary

Vegetables from Spain, bananas from Latin America or almonds from California: all these products require enormous quantities of water – and are primarily grown in regions where water shortages are prevalent. Many farming hotspots are located in semi-arid areas that chronically suffer from water shortages and, in some cases, acutely from severe droughts.

Around 70 per cent of the world's freshwater is therefore used in agricultural production[1] which is why food production accounts for the majority of our water footprint. For example, the "Umweltatlas Lieferketten" (Environmental Atlas of Supply Chains) estimates that the water footprint is around 47 litres for every euro spent in German food retail.

At the same time, agriculture in particular depends on an adequate supply of clean water for its existence. If there are shortages, pollution or flooding, enough food can no longer be produced. Agriculture is therefore directly dependent on water resources and the associated ecosystem services.

Accordingly, food retail in Germany at the other end of the supply chain is the industry with the highest dependence on water resources, the biggest water footprint and the greatest exposure to climate and man-made water risks.

The need for clean freshwater is growing while supplies are dwindling. The steadily rising economic risks alone make the water crisis one of the greatest challenges for German food retail. Still, the issue has clearly not yet been prioritised among German food retailers.

In this context, German food retailers have a great responsibility in their actions – vis-à-vis

- Nature and the inhabitants of river basins
- Producers
- Consumers
- Themselves

Food retailers therefore need to intensify their efforts to live up to this responsibility. This means that they are aware of the water risks in their supply chains and set ambitious targets to significantly reduce them. To this end, they should cooperate with the relevant stakeholders along their supply chains.

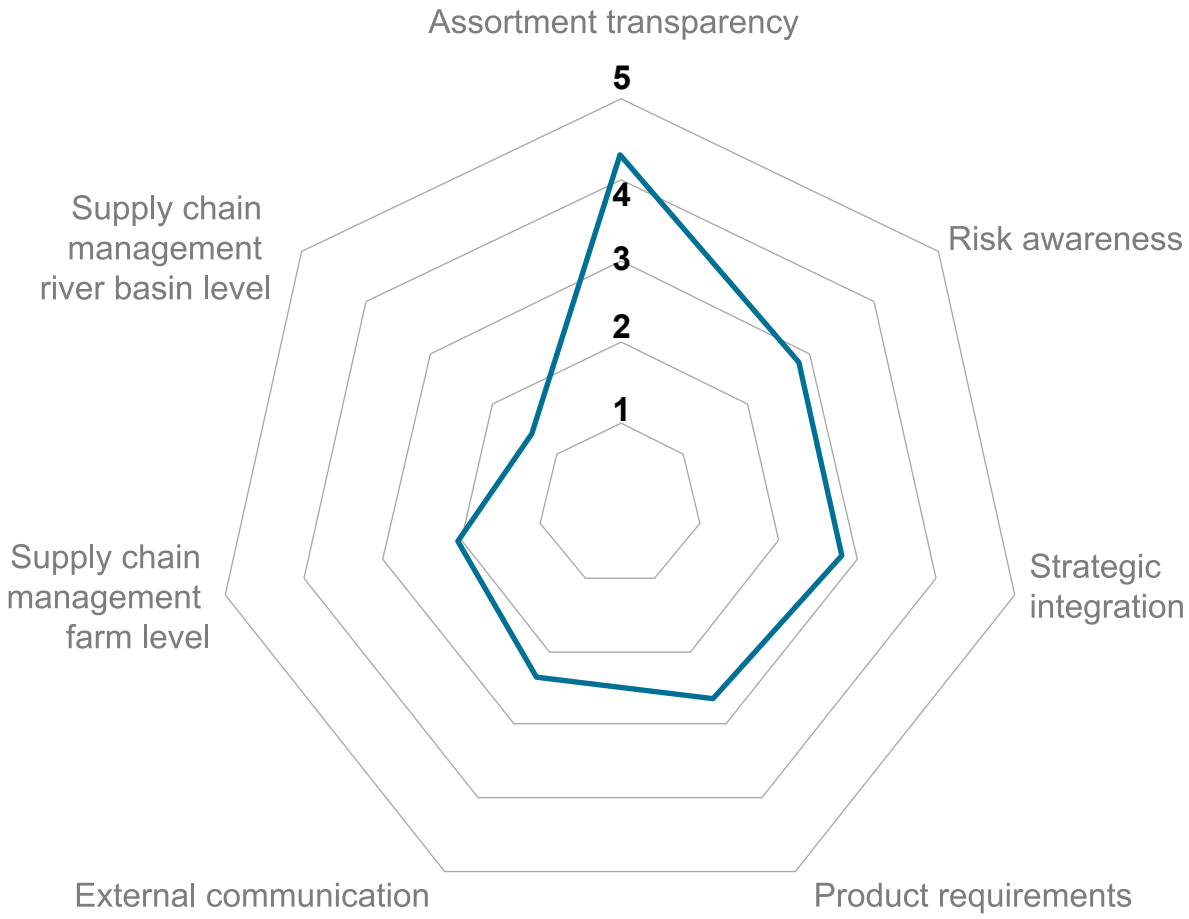
The German food retailers must take more responsibility than before.

German food retailers have so far not confronted this challenge. A WWF survey of the most important German food retailers showed that there are major shortcomings in the strategic management of freshwater risks in companies. In some cases, there is simply a lack of understanding for how to implement these kinds of strategies.

Above all, the survey concludes, there is a lack of understanding of the problems arising from water use in farming. In addition, knowledge of where the ecological boundaries of a river basin is often lacking or who the real stakeholders dependent on water are. In areas where knowledge does exist, little strategic action is taken on this basis.

1 OECD (2016)

Freshwater performance of the German food retail industry: average results of surveyed retailers



These shortcomings exist both in individual companies and in the German food retail sector as a whole. Approaches for industry positions and measures to reduce the water footprint are still being sought in vain.

There is now a broad range of tools, voluntary certification schemes and programmes that can contribute to mitigating water risks. German food retailers should also make greater use of this “toolbox”.

Measures, tools and programmes on the way to Water Stewardship

Step	Measure	Examples of tools and programmes
1. Risk awareness	■ Create transparency about product origin ■ Analyse water risks ■ Identify water risk hotspots	**Water risk analyses:** ■ WWF Water Risk Filter ■ Aqueduct Water Risk Atlas
2. Strategic integration in the company	■ Set water risk mitigation targets ■ Establish respective procurement requirements, e.g. certifications ■ Measure progress	**Definition of goals:** ■ Context-based water targets **Certification:** ■ Study: Water risks in agricultural supply chains ■ Alliance for Water Stewardship Standard **Measure performance:** ■ CDP Water Security Program
3. Activities in the supply chain	■ Select hotspots (geography and raw material) ■ Select partners ■ Incorporate Water Stewardship goals ■ Select appropriate form of project	■ Water Stewardship concept ■ Water Action Hub

4. Activities beyond the supply chain	■ Put freshwater on the agenda in committees, associations, standards organisations, etc.
	■ Shape industry approaches
	  ■ Common positions
	  ■ Share knowledge
	  ■ Joint Water Stewardship projects
	  ■ Influence the market
		■ CEO Water Mandates
		■ Alliance for Water Stewardship
		■ Other agricultural standards, e.g. GlobalG.A.P.

5. Transparency & communication	■ Raise awareness among consumers ■ Disclose own performance	■ CDP Water Security Program

WWF therefore calls on German food retailers to pursue the following activities:

- Identify the water risks in your supply chains
- Develop and implement a strategy to mitigate water risks
- Work with other stakeholders in the supply chain, especially farmers
- Communicate openly and raise public awareness of the problem

And from German food retail as an industry:

- Create a pre-competitive space for cooperation
- Develop and implement approaches for collective action as an industry
- Work together in the river basins
- Use your influence on the market to position the issue there

The main agricultural regions are often located in semi-arid areas.

1 Global water risks and the responsibility of the German food retail industry

Water has played a prominent role in the World Economic Forum's risk reports for years, not just in the "water crises" category. ,"Extreme weather events", "climate change" and "natural disasters" are also directly related to water, for example, due to droughts or floods. It is noteworthy that, despite its importance for company value creation, freshwater has hardly played a role in their strategies to date.

An evaluation conducted by the auditing firm KPMG shows that the United Nations Sustainable Development Goal 6 (SDG 6) "Clean Water and Sanitation" is only taken into account by one third of the 250 companies with the highest sales worldwide (G250). It remains unclear whether these companies address the issue and, if so, how systematically: Do they only consider their own consumption or are water resources seen as a common good and human right in the context of a river basin? There is a lot of work to do to catch up in many sectors. Also in the German food retail industry – the German industry with the greatest dependency on water resources.

Top five Global Risks in Terms of Impact

	2014	2015	2016	2017	2018
1st	Fiscal crises	Water crises	Failure of climate change mitigation and adaptation	Weapons of mass destruction	Weapons of mass destruction
2nd	Climate change	Spread of infectious diseases	Weapons of mass destruction	Extreme weather events	Extreme weather events
3rd	Water crises	Weapons of mass destruction	Water crises	Water crises	Natural disasters
4th	Unemployment and underemployment	Interstate conflict with regional consequences	Large-scale involuntary migration	Major natural disasters	Failure of climate change mitigation and adaptation
5th	Critical information infrastructure breakdown	Failure of climate change mitigation and adaptation	Severe energy price shock	Failure of climate change mitigation and adaptation	Water crises

Water-related risk

Even though the major water risks and negative impacts of our food production are largely outside Germany, they are imported into Germany through the food supply chains.

Most food in Germany reaches consumers via supermarket cash registers, while this figure is around 90 per cent for fruits and vegetables.[2] A large share of food consumed in Germany is imported from abroad, about 80 per cent of fruit and 67 per cent of vegetables.[3] Spain, Italy, South Africa, Chile and Brazil are among the ten countries that supply Germany with the most fruit.[4] In many of the world's orchards, vegetable gardens and granaries, freshwater is usually scarcer, more polluted, less regulated or more inequitably allocated than in Germany. Even though the major water risks and negative impacts of our food production are largely outside Germany, they are imported into Germany through the food supply chains. These supply chains start with agriculture – the sector that uses the most water in food production.

Because agriculture is thirsty for water. Around 70 per cent of the world's freshwater is therefore used in agricultural production. Problems arise above all when more water is used than can be supplied by natural local resources. The consequences can lead to a state of emergency – as was imminent in the region around Cape Town at the beginning of 2018 (see info box). Because the agricultural hotspots are located in semi-arid areas that chronically suffer from water shortages and, in some cases, acutely from severe droughts.

2 Handelszeitung (2017)

3 Deutscher Fruchthandelsverband (2017) and BMU (2011)

4 Deutscher Fruchthandelsverband (2017)

Fresh water is scarcer, more polluted, less regulated or more unfairly distributed in many regions of origin of our food compared to Germany.

BOX 1: Water crisis in Cape Town

Even if it is no longer officially named: “Day Zero” is a term that everyone in South Africa knows by now. It describes the countdown to the day when tap water in the city of Cape Town with its millions of residents will run dry and the population will have to queue at central points with a bucket for their daily water requirements. At the beginning of 2018, this day was initially set for the end of March, later successively pushed back due to immense water savings until dam levels rose again in May.

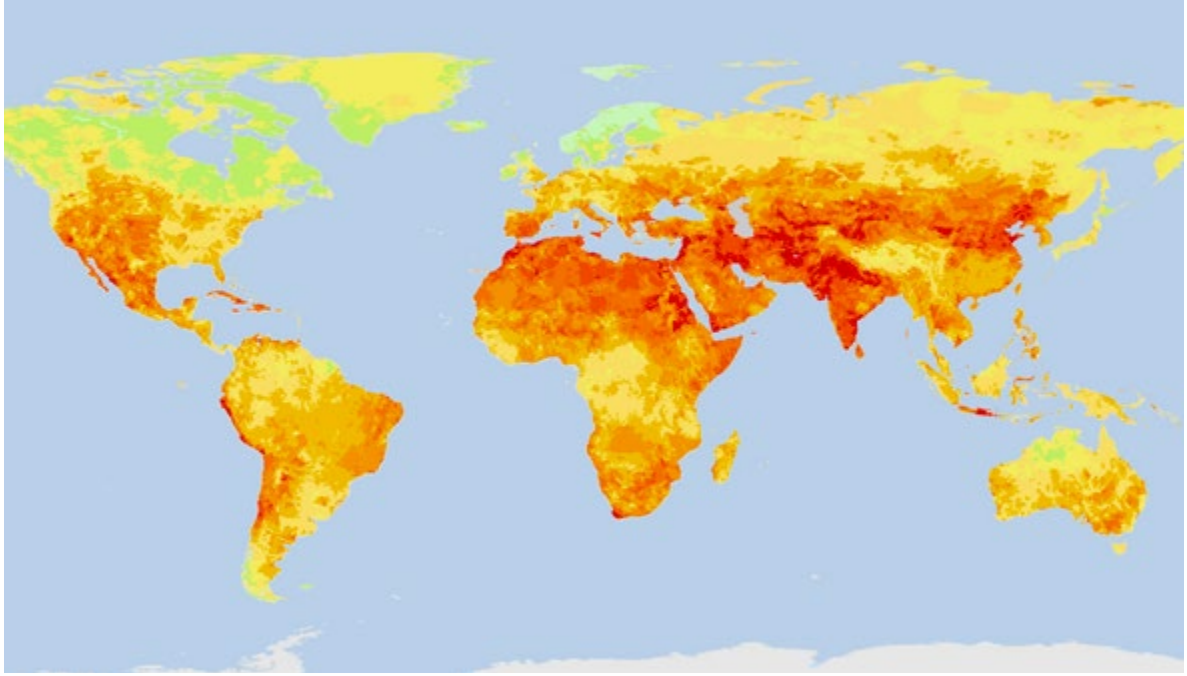
The main cause of the crisis is a three-year drought at the Cape and the resulting extremely low water levels in the reservoirs. Ultimately, however, the reason for the low levels lies in a combination of presumably declining rainfall due to climate change and chronic overuse of water resources. The largest water consumer is the export-oriented agricultural sector.

As a result of the water crisis, the water consumption of all users in Cape Town was strictly controlled. For example, 60 per cent less water was allocated to agriculture than in normal times. This is expected to result in losses of EUR 70 million and a 20 per cent decline in fruit harvests. Political and social tensions in the region are also worrying and could be further exacerbated by a collapse of the drinking water supply and job losses in agriculture.

Germany imports mainly wine and fruit from South Africa. A water crisis like the one in Cape Town could have a major impact on German retailers, especially in terms of higher prices.

Even though the radical measures undertaken in Cape Town led to Day Zero being postponed for the time being, it is questionable to what extent the risk has been substantially reduced. The crisis in Cape Town is not an isolated phenomenon. Many other cities around the world are affected by a shrinking supply of drinking water. Preventive action must be taken to protect the people and nature of these regions from disaster.

In 2017 the reservoir of the Theewaterskloof-Dam reached critical water levels of almost 13 percent of total capacity.



Water risk

low > moderate > high risk

Not only through excessive water use, but also through pollution, intensive agriculture can noticeably reduce the availability of clean freshwater – for example through the discharge of agrochemicals, overfertilisation, sedimentation or salinisation of soils. In addition, the production of agricultural raw materials often competes with other local water consumers, especially for supplying the population with drinking water, for industrial water use, for generating energy (hydropower, power plant cooling, etc.) and also for nature.

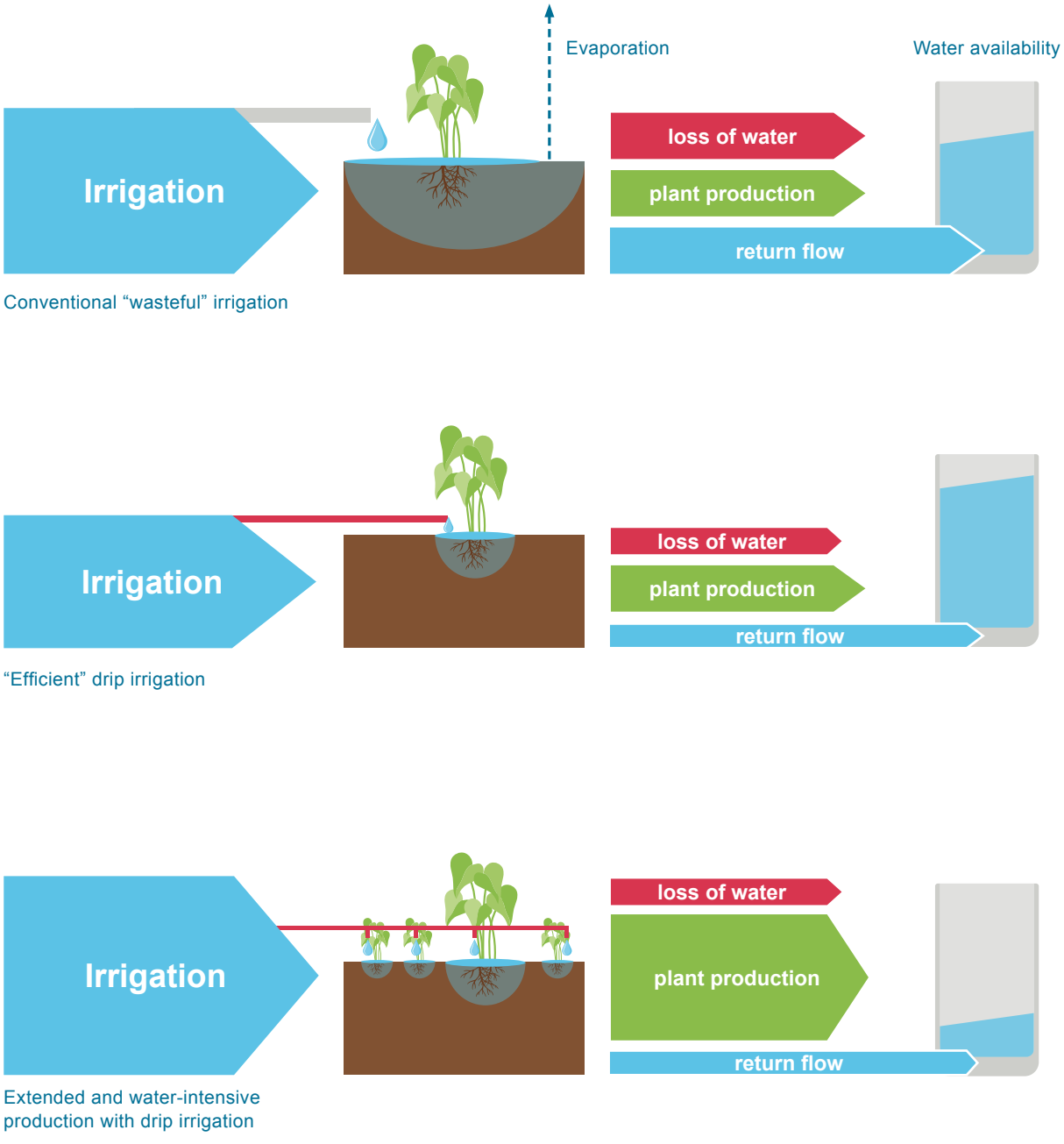
Current forecasts show that climate change threatens to make clean freshwater even scarcer at local level. This means that some of the regions already suffering from water shortages will experience a decline in annual rainfall. In addition, global temperatures and precipitation are expected to fluctuate more in the future and extreme events such as droughts and flooding will increase. All this will increasingly challenge the agricultural industry.

To date, agriculture and the food industry have mostly responded to existing problems with technological progress and increased efficiency. However, farming regions like Almería in southern Spain show that even the highest level of irrigation efficiency can no longer solve the water shortage problem. And, what's worse: under certain circumstances, efforts to improve efficiency in farms can even exacerbate the problem because the water saved through highly efficient irrigation technology is generally used to expand production or produce even more water-intensive raw materials. Although this prevents water loss, it also hinders water from flowing back into ground and surface waters.

The "plastic sea" of Almería, Spain: the white areas are greenhouses for fruit and vegetable production.

The fact that higher efficiency increases the overall consumption of a resource is a well-known phenomenon and is referred to as the rebound effect or Jevons paradox (see graphic).

Water availability after agricultural use



The fatal flaw is that, in the end, agriculture itself suffers from its own misdevelopment – and as a result, the steps in the supply chain all the way to consumers. For example, if harvests in important regions of origin fail due to drought, this impacts the price, available quantity and quality of our food. In Great Britain, for example, the price of hummus recently rose by twelve per cent thanks to a drought in India, which caused the chickpea harvest to decrease significantly.[5] A study showed that for every euro spent at German supermarket cash registers, around 47 litres of water are consumed. The food retail sector therefore has the largest water footprint compared to all German economic sectors.[6]

As a result, our food supply is exposed to massive water risks such as water scarcity, flooding, poor regulation and water use conflicts abroad and also makes a considerable contribution to these problems itself.

This is reason enough for the German food retail sector to tackle the growing water risk. After all, food retailers play a key role between producers and consumers and therefore have an enormous responsibility. The procurement departments of food retailers decide which fruits and vegetables are marketed from which growing regions, and quality management establishes requirements for the production of these products. One thing is certain: A "locust strategy", i.e. constantly changing growing areas, would not be a long-term solution for food retailers as more and more of the world's most key agricultural areas are affected by water risks.

After all, food retailers play a key role between producers and consumers and therefore have an enormous responsibility.

5 The New York Times (2018)

6 Jungmichel, Nill, Schampel and Weiss (2017)

Lake Turkana in Kenya is on the list of endangered world heritage sites due to dam construction for energy and irrigation.

German food retailers have a responsibility vis-à-vis

1. **Nature and the people living in the river basins where the food is produced:** The negative impact of our food production on local water resources mainly affects people and the environment in the river basins. Excessive use of water in agriculture can endanger the supply of drinking water locally. Fish stocks can be depleted, therefore affecting the livelihoods of local residents. River landscapes and wetlands can be destroyed, thereby limiting important ecosystem services. Species can become extinct.

2. **Producers:** Many producers of agricultural products are heavily dependent on access to markets like Germany. In order to secure market access, producers must meet more and more requirements in terms of food safety, quality and sustainability. They are often the weakest links in the supply chain. This is why German food retailers must support them in their efforts to make water use more sustainable.

3. **Consumers:** In addition to reasonable prices and good quality, people in Germany increasingly expect more sustainable products that are produced while still conserving resources. This requires responsible action and transparency on the part of food retailers. After all, we can only ask consumers to practice sustainable consumption if they are given the opportunity to do so by giving them the right information and choices. Beyond the water risks of the products, food retailers should also communicate their strategy for reducing water risks in order to ensure the supply of food in the long run.

4. **Themselves:** Sustainable business practices that simultaneously minimise resource use are essential for a forward-looking company that wants to secure its supply chains in the long term and survive in the market. German food retailers also have a responsibility to their owners, their employees, the communities and many other stakeholder groups.

Over the last ten years, German food retailers have increasingly acknowledged the importance of sustainability and embraced the issue. However, freshwater has played a very minor role in this context to date.

This is a clear shortcoming, but also represents a big opportunity for food retailers: those companies that establish a clear position and take bold steps in the area of freshwater will gain a competitive advantage. In the best case scenario, these efforts can give rise to a pull effect, and the market can be transformed through individual activities.

Water risks cannot be effectively reduced in isolation on individual farms, but only together in the river basin.

BOX 2: Who is a good Water Steward?

WWF has played a major role in shaping the concept of Water Stewardship for corporate activities relating to water. It promotes the use of freshwater that is socially equitable, environmentally sustainable and economically beneficial and involves all water users. This means: good Water Stewards are aware of their own water risks within the river basin. They take effective action based on this knowledge. Where, for example, water is scarce, as in Egypt, saving water takes precedence, while in water-abundant Germany, the priority is to reduce pollutants discharged into the water. The Water Stewardship concept provides good guidelines for identifying the right measures.

The basic concept is that freshwater is understood as a systemic resource within river basins. Water risks, such as scarcity or pollution, are common problems for all water users in a river basin. The way a user handles a resource affects availability and quality for other users and vice versa. As a result, water risks cannot be solved within a user's fence lines, but rather require joint action.

This leads directly to two essential elements of Water Stewardship: first, the ecological framework of the river basin is the decisive factor, not the interests of the individual company. Second, the interests, needs and risks of all water users within this river basin must be taken into account.

For German food retailers, the focus is clearly the water risks within their supply chains.

As a good Water Steward:

- German food retailers are aware of the water risks in their supply chain (water awareness and knowledge of impact)
- develop strategies to systematically mitigate these water risks and firmly embed the issue of freshwater in their organisation (internal action)
- are committed to more sustainable water use within their own individual supply chain (internal action – collective action)
- are committed to more sustainable water use beyond their own value creation and supply chain (collective action)
- develop and implement industry-related approaches (collective action – influence governance)

Water risks can be reduced in the relatively transparent fruit and vegetable supply chains of food retailers.

2 Results of the WWF survey: Status quo of German food retailers

2.1 Methodology and approach

The analysis is based on a survey conducted by WWF among Germany's largest food retailers at the end of 2017. The companies were asked about the following key aspects related to their freshwater activities in their fruit and vegetable supply chains:

- **Transparency of product range:** Is the company aware of the origin (locations and river basins) of the fruit and vegetable products?
- **Risk awareness:** To what extent does the company analyse its water-related risks? Is it familiar with its risk hotspots?
- **Strategic integration:** How is the issue of freshwater integrated into the company's organisation and what goals has the company set?
- **Product requirements:** Does the company have water-related requirements for producers and suppliers?
- **External communication:** How are customers and the public informed about water-related issues and how is the company's involvement in water-related initiatives structured?
- **Supply chain cooperation at farm level:** Is there cooperation on water issues between the company and its producers and suppliers?
- **Supply chain cooperation at river basin level:** Are projects being carried out beyond the boundaries of the farm?

The complete questionnaire can be found in the annex to this report. WWF evaluated the answers in qualitative terms on a scale of 1 to 5, where 5 means that the issue has been fully integrated and 1 means that this aspect is not yet being addressed.

The survey was limited to the fruit and vegetable supply chains of food retailers based on the assumption that the most direct and straightforward supply chains exist for fruit and vegetables. The food retailers should have a relatively high degree of influence here. It starts with largely unprocessed food products – both in the analysis and in the derivation of measures. The scope should be subsequently expanded to include processed and composite product groups

Discounters, organic retailers and online retailers were surveyed in addition to traditional full-range retailers. Below is an overview of the companies surveyed with their classification and whether they submitted a completed questionnaire:

Company	Classification	Participation in the survey
Aldi Nord	Discounter	Questionnaire submitted
Aldi Süd	Discounter	Questionnaire submitted
Alnatura	Organic retailer	Questionnaire submitted
Bio Company	Organic retailer	Questionnaire submitted
EDEKA	Traditional full-range retailer	Questionnaire submitted
Lidl	Discounter	Questionnaire submitted
Metro	Traditional full-range retailer	Questionnaire submitted
Netto	Discounter	Questionnaire submitted
Rewe	Traditional full-range retailer	Questionnaire submitted
Tegut	Traditional full-range retailer	Questionnaire submitted
Amazon Fresh	Online retailer	No reply
Dennree/Denn's	Organic retailer	No reply
Fegro/Selgros	Traditional full-range retailer	No reply
food.de (food direkt GmbH)	Online retailer	No reply
Kaufland	Traditional full-range retailer	No reply
lebensmittel.de	Online retailer	No reply
mytime.de	Online retailer	No reply

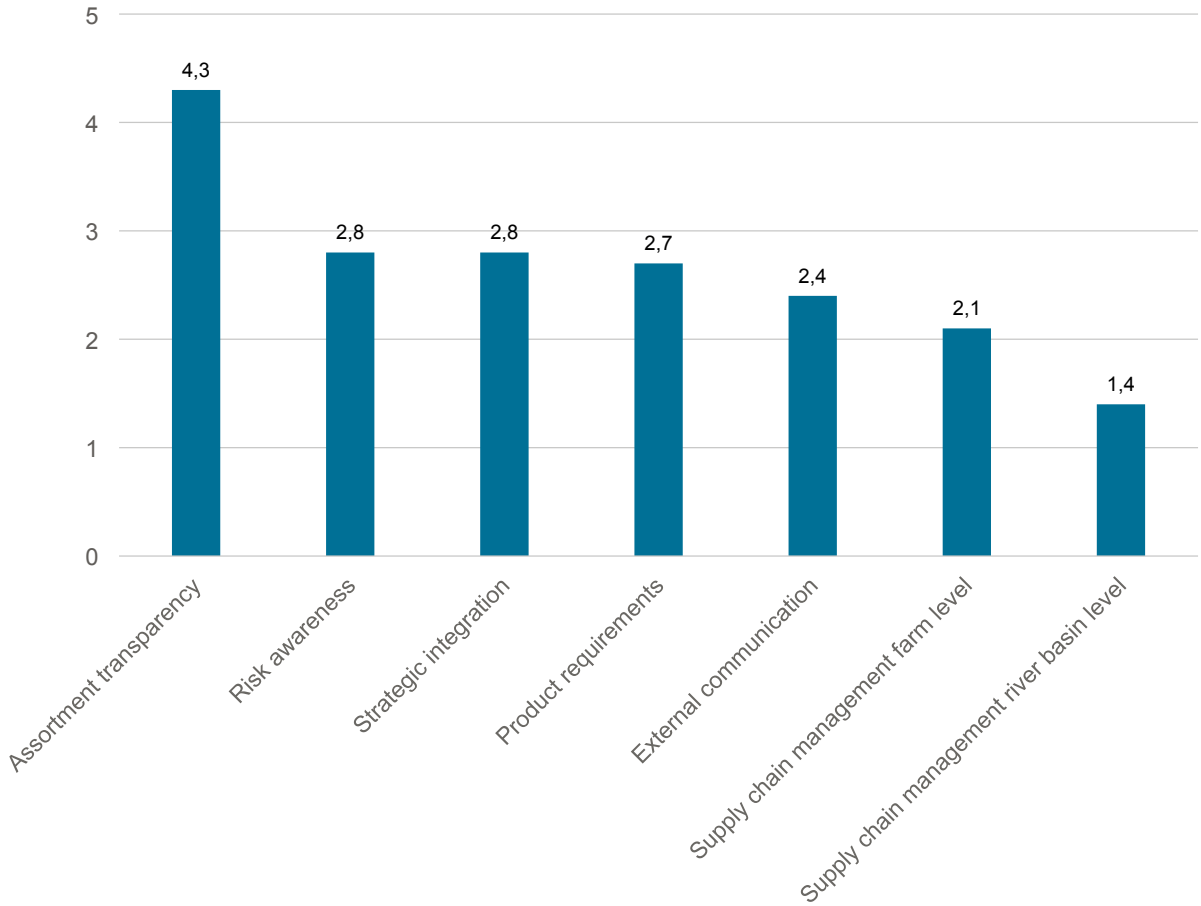
All food retailers are affected by water risks, no matter if discounter or premium Bio market.

2.2 Results of the survey

German food retailers have major shortcomings in the strategic management of freshwater risks.

German food retailers have major shortcomings in the strategic management of freshwater risks. In some cases there is simply no knowledge of where the ecological boundaries of a river basin lie or who the basin's relevant stakeholders are. In addition, there is a general lack of awareness of water risks and impacts.

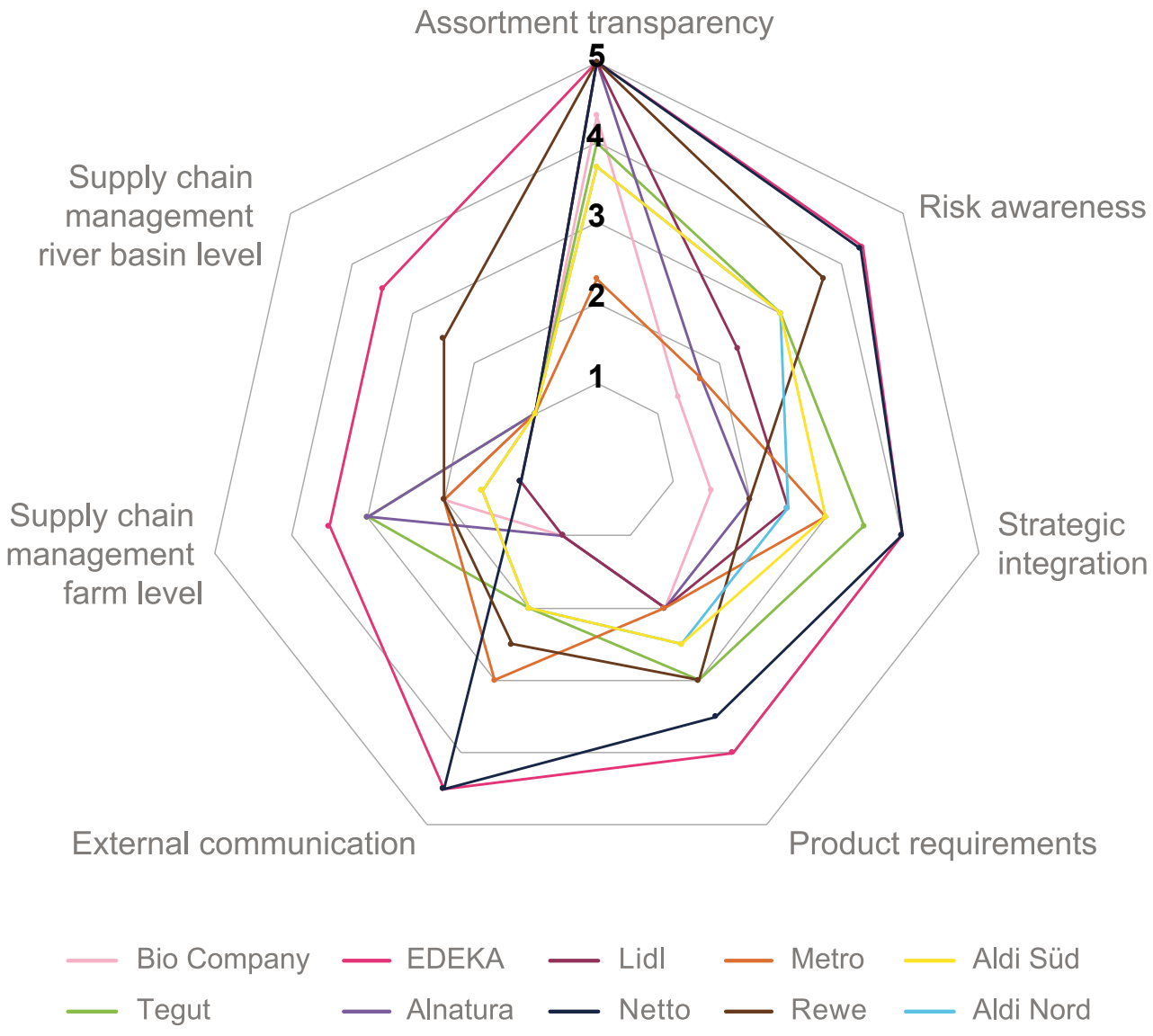
Average results per category



It is worth noting that the average results decrease from the first to the last category. The categories are based on the Water Stewardship ladder and increase in intensity of involvement from the first to the last category. The level of activity in the industry is therefore low.

Due to the relatively high transparency of fruit and vegetable supply chains, food retailers usually know the origin down to the regional level. An understanding of the relevant river basins is much less common. Although many food retailers are generally aware of the water risk, only a minority performs regular, across-the-board and methodologically based water risk analyses. Specifically: Only three of the ten food retailers can plausibly identify their water risk hotspots – the location-commodity combinations with high procurement relevance and high water risks.

Freshwater performance of individual German food retailers



Freshwater is still a weak strategic issue within the corporate structures. Where approaches to risk mitigation are discernible, they are not usually plausibly based on the risk analyses. Freshwater is often only a marginal issue and is not prioritised over other sustainability issues.

When it comes to product requirements, food retailers rely more on certification schemes than on their own procurement guidelines. It is not necessarily negative if a producer does not have to comply with many fragmented requirements of individual food retailers, but can instead follow a small number of established standards. The GlobalG.A.P. standard in particular is relatively common throughout the world of fruit and vegetables. However, food retailers do not systematically select certification schemes to mitigate water risks in the supply chain. In addition, the schemes address almost exclusively the farm level of the producers and have little potential for risk identification and reduction at river basin level.

Also, food retailers still communicate very little about the issue of freshwater, both in terms of their own performance and consumer awareness. They only take part in external initiatives such as reporting programmes or network organisations dedicated to freshwater in individual cases. Cooperation with suppliers is seldom based on risk analyses and a common water strategy, but is piecemeal and in some cases a by-product of the food retailers' sustainability activities.
However, where cooperation with suppliers does occur, it is usually limited to the farm level, e.g. to achieving more efficient irrigation and does not take account of the river basin.

It is not just every individual company that has a responsibility to eliminate existing shortcomings in water risk management. The entire food retail sector should also feel committed to this aim – especially because this sector has the largest water footprint in Germany.

In order to manage water resources more sustainably, food retailers and individual food companies should work together with all affected stakeholders – in the river basin and along the supply chain. Overlapping supply chains, i.e. the procurement of the same goods from the same regions by different producers, create the need for cooperation on this issue, also among the food retailers.

Conclusion:

One of the greatest environmental challenges facing German food retailers is assessing the water risk of their products and transitioning to sustainable water management. However, both have so far been a blind spot on the industry's sustainability radar. German food retailers should therefore assume their responsibility to mitigate water risks in the supply chain as quickly as possible.


Water Stewardship includes the interests of all parties present in a river basin. Nature's too.

3 Five steps – How German food retailers can become good Water Stewards

The Water Stewardship concept describes the use of freshwater that is socially equitable, environmentally sustainable and economically beneficial. It is achieved through a process that involves all stakeholders and includes measures at the local level and in the water catchment area. Accordingly, a good Water Steward is a company that is aware of its responsibility and risks related to water use in its supply chain and takes strategic and systematic action in this area.

The following section outlines how water risk mitigation can be strategically integrated in corporate decisions. It is important here that the steps are not viewed in isolation from one another. For example, a water strategy should be based on a well-founded water risk analyses and strive to implement solutions in river basins. The following table shows the individual steps with measures and helpful tools:

Step	Measure	Examples of tools and programmes
1. Risk awareness	■ Create transparency about product origin ■ Analyse water risks ■ Identify water risk hotspots	**Water risk analyses:** ■ WWF Water Risk Filter ■ Aqueduct Water Risk Atlas
2. Strategic integration in the company	■ Set water risk mitigation targets ■ Establish respective procurement requirements, e.g. certifications ■ Measure progress	**Definition of goals:** ■ Context-based water targets **Certification:** ■ Study: Water risks in agricultural supply chains ■ Alliance for Water Stewardship Standard **Measure performance:** ■ CDP Water Security Program
3. Activities in the supply chain	■ Select hotspots (geography and raw material) ■ Select partners ■ Incorporate Water Stewardship goals ■ Select appropriate form of project	■ Water Stewardship concept ■ Water Action Hub

4. Activities beyond the supply chain	■ Put freshwater on the agenda in committees, associations, standards organisations, etc.
	■ Shape industry approaches
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	  ■ Influence the market
		■ CEO Water Mandates
		■ Alliance for Water Stewardship
		■ Other agricultural standards, e.g. GlobalG.A.P.

5. Transparency & communication	■ Raise awareness among consumers ■ Disclose own performance	■ CDP Water Security Program

3.1 Risk awareness

Food retailers should be aware of their water risks.

This means first knowing where which fruits and vegetables are grown. The water risks in the supply chain can then be systematically analysed and risk hotspots identified. Water risks include the following aspects:

1. Physical water risks such as water scarcity, droughts, flooding, water pollution, threats to ecosystems or impacts of climate change

2. Regulatory water risks such as lack of or misguided management, inadequate controls and enforcement, corruption or unfair water allocation

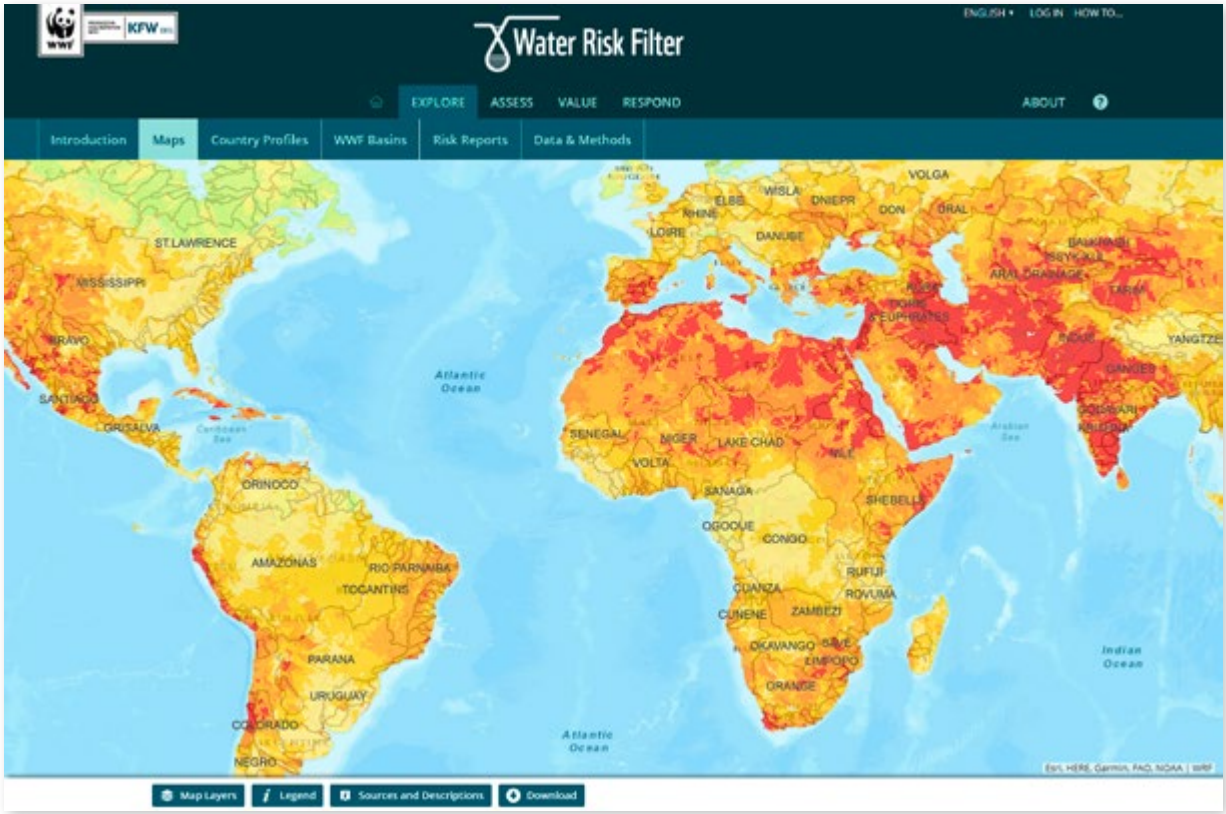
3. Reputational water risks such as conflicts over water, negative reporting and threats to water resources with cultural or religious importance

It is important that it is not just the product's water footprint that is considered because the footprint hardly has relevance when taken out of the respective context of farming. For example, water-intensive farming can represent a low risk for the company if it takes place in a rainy region or if the resource is sustainably managed in the river basin.

There are freely accessible tools for analysing water risks in the supply chain. These include the WWF Water Risk Filter (see info box) and the Aqueduct Water Risk Atlas of the World Resources Institute *(wri.org/applications/maps/aqueduct-atlas)*. It can also be useful to combine different tools to better validate the findings. In the end, the food retailers should have a clear picture of which combinations of location-commodity represent their water risk hotspots. This means places where growing important agricultural commodities (measured by procurement volume) is confronted with high water risks in river basins.

According to the analysis, it should also be clear which water risks are of particular importance in these hotspots – for example, scarcity, pollution or lack of regulation. The link to the river basin is always relevant. It should be noted that the boundaries of this geographical reference are often not the same as state or federal borders.

In a first step, it may be sufficient to create an overview of the most relevant water risks in the primary regions and for the most important commodities. Other more detailed and ideally dynamic water risk analyses can and should become part of the company's freshwater strategy.

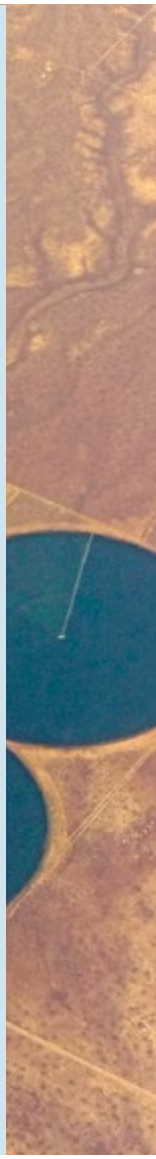


BOX 3: The WWF Water Risk Filter

The Water Risk Filter is a free online tool for analysing water risks. The tool, developed by WWF in cooperation with DEG, has been in existence since 2011 and has proven effective ever since: by summer 2018, more than 2,500 users had already used the tool for more than 140,000 analyses. The Water Risk Filter can be used not only to determine the water risk in river basins but also the operational risk using a questionnaire. It is also possible to evaluate a company's entire portfolio and thus draw valuable conclusions. In addition to global data models, high-resolution data for Great Britain, South Africa and Brazil is already available.

The WWF Water Risk Filter will be relaunched in September 2018. Additional functions will then be available, such as an analysis of the financial impact of water risks and specifically tailored mitigation measures. New features included in the relaunch are also:

- An improved user interface with better ease-of-use
- High-resolution water risk data
- Better, more individualised analyses that identify risk hotspots, prioritise interventions and identify specifically tailored mitigation measures
- A new valuation module which analyses the potential financial impact of water events in more detail



With global data models, risk-analysis-tools can identify hotspots in the supply chain.

3.2 Strategic integration in the company

An awareness of the water risks in the individual supply chain is the starting point for a freshwater strategy. It should aim to systematically mitigate these water risks. In addition, food retailers should know why freshwater is of strategic importance to them and why they want to become good Water Stewards. It will be difficult to achieve these goals from the top down if the motivation is unclear. Consequently, the compelling reasons for Water Stewardship need to be communicated at all levels.

Among other things, these include:

- Long-term supply, price and quality security due to risk mitigation and supply chain cooperation
- Stronger relationships with suppliers, reputation development and protection
- Preservation of social and legal license to operate
- Acquisition of new customer groups and increase in customer loyalty
- Resilience to competitive pressure

In a first step, food retailers should set targets for reducing water risks. Freshwater targets should be s-m-a-r-t, i.e. specific, measurable, achievable, realistic and time bound. Overly general target formulations should be avoided: The freshwater issue is too complex for targets such as “reducing our water footprint by 20 per cent by 2020”. While it is practically irrelevant where one tonne of CO_2 equivalent is emitted, in the same way, it is precisely the context that is relevant for one cubic metre of freshwater – i.e. where the water is consumed, used and polluted.

In addition to the company level, targets can also be defined at farming level. An international working group is currently developing and testing a methodology for companies to set context-based water targets (see box).

There is no universal water target that applies to all companies. Targets are useful if they aim to effectively reduce the water risks of the respective company.

Here are a few examples of meaningful targets:

- x per cent of our product portfolio (or supplier portfolio) has been analysed for water risks
- The following combinations of location-raw material are not permitted for procurement (e.g. tomatoes from Almería)
- x per cent of the products with high water risks are certified to meet Standard X
- We implement Water Stewardship projects with local partners in the largest risk hotspots
- x per cent of the supplying farms in risk hotspots have defined context-based water targets

Targets may change as a freshwater strategy evolves. For example, one initial target may be to conduct regular risk analyses, identify suitable tools for risk mitigation and implement pilot projects. If, for example, risk analyses and risk mitigation measures are more institutionalised after a pilot phase, the goals should also be adapted accordingly. It can be assumed that freshwater goals are first more qualitative in nature and then focus more on quantity as the strategy evolves.

BOX 4: Context-based Water Targets

In April 2017, the Carbon Disclosure Program (CDP), Nature Conservancy, the Pacific Institute, the United Nations CEO Water Mandate, the World Resources Institute and WWF published a document entitled "Exploring the case for corporate context-based water targets". It focuses on a new idea of how water use is measured and reported, and how appropriate targets can be set.

These targets must ensure that water is used more sustainably within the boundaries of the river basin. Indicators take into account the water used by producers in relation to the water available in the river basin.

Water use is therefore no longer primarily considered from the perspective of efficiency, but within existing ecological limits.
A context-based target takes into account whether water is scarce or abundant, polluted or clean.

Three pilot projects are currently under way in three countries to test and further develop the methodology. There is still a lot to be done before this concept is established. But it is a promising way of making Water Stewardship aspects more measurable and linking them to the criteria of standards.

In addition to company-specific procurement and quality guidelines, it makes sense to work with existing standard and certification schemes. They have the potential to be an important tool in systematically reducing water risks in the supply chain. A 2017 study conducted by WWF and EDEKA found that most agricultural standards still do not address the issue sufficiently. In particular, criteria that include activities beyond the company's own boundaries are hardly considered. In addition, standards for organic farming are often very weak when it comes to freshwater criteria.

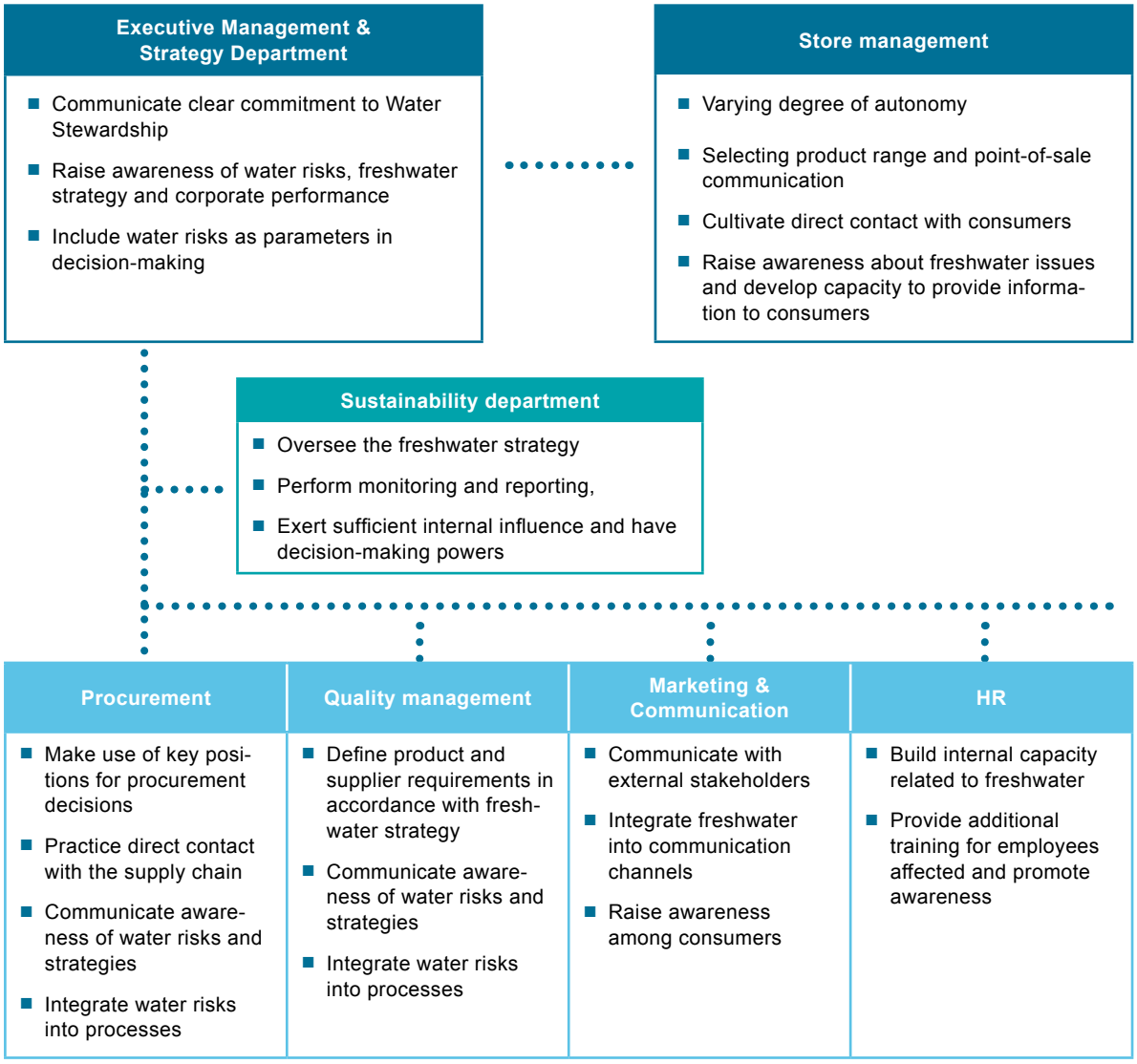
The Alliance for Water Stewardship (AWS) standard continues to address the topic most comprehensively.[7] However, EDEKA is the only German food retailer to join the alliance. Besides AWS, German food retailers are often members of standards organisations and their committees. They should work in these organisations to ensure that freshwater criteria in the river basin context are more closely integrated into standards. To prevent all producers round the world from being overtaxed by stricter criteria, conditional criteria can be used.
This means that some water criteria are only applied where there are increased risks. The development of add-ons to existing standards is also a possibility to establish stricter requirements for producers with high water risks.

7 WWF (2017)

Monitoring and reporting should go hand-in-hand with the implementation of a freshwater strategy. Levels of target attainment, implementation of measures and project activities should be measured and communicated prominently within the company. To this end, appropriate indicators based on the company-specific freshwater targets must be selected and tools for data collection and analysis outputs implemented. In addition, established disclosure programmes such as the Water Security Program of the Carbon Disclosure Program (CDP) make it possible to capture and publish individual freshwater performance.

Just like the overall corporate strategy, the freshwater strategy should also be broadly communicated.

Just like the overall corporate strategy, the freshwater strategy should also be broadly communicated. The following corporate areas are affected by the issue and should play a key role in the strategy:



A freshwater strategy should also include the activities of food retailers in river basins seriously affected by water risks where important commodities are grown. The following section deals with Water Stewardship projects in the regions of origin.

BOX 5: Example of strategic integration of Water Stewardship: Marks & Spencer

The British retail company Marks & Spencer has drawn up an ambitious water strategy in line with the Water Stewardship concept. Even if there is no universal approach for all companies, German food retailers can learn from Marks & Spencer's strategy.

The following aspects are specifically covered by the strategy:

- The Water Stewardship approach has been included in the Marks & Spencer Food Sustainability Scorecard
- All key supply chains for food, clothing and household goods were analysed for water risks using the WWF Water Risk Filter
- Suppliers are encouraged to incorporate the Water Stewardship concept into their supply chains
- Suppliers were supported with training to address their water risks
- All producers are working towards meeting sustainability standards that include good water management practices
- A Water Stewardship framework was developed and tested with producers in high risk areas
- Marks & Spencer is involved in Water Stewardship projects in Kenya, South Africa, Spain and Peru
- Marks & Spencer and WWF have a long-standing partnership that includes work on freshwater, Marks & Spencer is a member of the Alliance for Water Stewardship and other water initiatives
- Marks & Spencer works with standards organisations such as the Better Cotton Initiative in farming projects

Cooperation with producers is an important element in the Water Stewardship strategy of the food retail.

3.3 Activities in the supply chain

The selection of regions and raw materials should be based on water risk analyses and in accordance with the company's own freshwater strategy.

It is not possible to effectively mitigate risks without carrying out activities in the affected river basins. The selection of regions and commodities should be based on water risk analyses and be consistent with the company's own freshwater strategy. Most importantly, priority should be given to combinations of location-commodities that have high procurement relevance, high water risks and high possible impact.

The implementation of projects on the ground requires cooperation with capable and willing partners because Water Stewardship can only be successful with participatory approaches. Suppliers and producers should therefore be brought on board early and a common understanding and common motivation should be identified. In addition to motivated partners in the supply chain, food retailers should cooperate with selected civil society and public stakeholders as supply chain partners have expertise in farming, but often not in the issue of freshwater and the river basins they are located.

Projects in farming regions should implement the Water Stewardship concept with the following goals:

Water awareness:	Knowledge of impact:	Internal action:	Collective action:	Influence governance:
Producers know the importance and value of shared freshwater resources for their production.	Producers know their own and shared water risks and develop strategies to reduce them.	Producers identify measures for their own farms based on the previous steps and put them into practice – for example, rotating crops, introducing more efficient irrigation systems, increasing water quality or improving the company's drinking water and sanitation infrastructure.	The producers work collectively with other actors in the river basin, for example in drinking water and sanitation projects, in environmental protection projects, in advocacy, education and awareness-raising as well as knowledge sharing.	Together with other stakeholders, producers work to establish more sustainable river basin management practices through institutions, for example through improved/more equitable water allocation, emergency management in extreme events, flood protection, stakeholder participation or economic incentive systems for sustainability.

The activities of food retailers and their partners can vary. A selection and combination of the following, non-exhaustive possibilities is conceivable:

- **Capacity building:** The food retail sector can pave the way for empowering local stakeholders by building local capacities on farms and among stakeholders in the river basin. An example of a training programme is provided by the Alliance for Water Stewardship (AWS).
- **Field measures:** Food retailers can help producers set up their own farms more sustainably. However, scalable approaches should be selected here. It is important that measures tailored to local conditions are promoted. It doesn't make sense to equip a smallholder farm with a high-tech irrigation system that requires complex and expensive maintenance.
- **Certification:** Food retailers can help producers implement standards. Here, too, the Alliance for Water Stewardship system is a logical choice. The standard not only establishes water criteria that are imposed on a company, but also provides a framework for implementing a Water Stewardship strategy. Other standards should also be used to address water risks outside farms.
- **Multi-stakeholder platform:** The food retail sector can help to establish an appropriate local framework for joint action. Targeted cooperation via suitable platforms makes an important contribution to helping stakeholders organise themselves. It is important that the food retail sector does not itself influence the design and focus of the platform. River basin stakeholders should always maintain sovereignty over their river basin and their water resources.

Plenary session at the Water Stewardship platform in Colombia

BOX 6: A Water Stewardship Platform in the north of South America

Over the course of a banana project in Colombia and Ecuador, the project partners WWF and EDEKA encountered particularly high water risks in the Colombian region around Santa Marta, the Zona Bananera. Extreme droughts and floods caused by El Niño and La Niña in particular are affecting agriculture there. Farmers have already experienced crop losses of up to 40 per cent. Because they still use a lot of water, the water resources in the region are almost depleted and heavily polluted.

In addition the region is becoming increasingly drier as a result of climate change. There is a lack of strong state actors who distribute water equitably, control water use and can intervene in crisis situations.

Certainly no farmer can tackle these problems on his own. Water use needs to be reduced at farms, but this is by no means enough. As a result, WWF launched a platform for dialogue and cooperation between the actors. In addition to the banana producers, oil palm farmers, coffee producers and local and national authorities, municipal representatives, NGOs and others were encouraged to participate in the platform. And it proved very successful: The Water Stewardship platform has established itself in the river basin in the meantime. Not only in regular meetings of participants and public forums, but also via an online information platform, training courses, educational programmes and joint project activities, the river basin actors share ideas and work together on more sustainable water management for their river.
The following issues are being worked on:

- Environmental education and participation
- Conservation
- Knowledge and information management
- River basin planning and management
- Communication

In the coming years, the main focus will be on further institutionalising the platform and putting it on a financially sustainable footing.

3.4 Activities beyond the company's own supply chain

3.4.1 Activities of the individual food retailers

Due to the ongoing market consolidation in German food retail, most food retailers are heavyweights in the market and have corresponding opportunities to exert influence beyond their own operating boundaries and supply chain relationships. Every food retailer should therefore take advantage of its role in existing bodies, associations and other participation platforms to raise the issue of water on the agenda. Retail trade associations such as the Handelsverband Deutschland (HDE) are of course ideal to achieve these aims.

In addition to the already established possibilities for participation, food retailers should consider becoming involved in dedicated water organisations. So far, for example, not a single German food retailer has become a member of the CEO Water Mandate (see ceowatermandate.org), an initiative of the United Nations Global Compact. Only one German food retailer, EDEKA, is a member of the Alliance for Water Stewardship (AWS).

The AWS standard takes a commitment beyond operating limits into account.

BOX 7: The Alliance for Water Stewardship

The Alliance for Water Stewardship (AWS) is a member-based, non-governmental organisation. It brings together companies, NGOs, research institutes and public institutions to promote Water Stewardship worldwide.

The heart of the organisation is the AWS standard published in 2014. It provides a globally uniform framework: the AWS standard enables water users to understand their water use and impacts and to work together transparently for more sustainable water management in the context of the river basin. The standard is universally applicable, meaning that every company can become certified under the standard. This represents significant added value, but is a challenge especially for farmers as a certain effort is necessary to adapt the criteria and guidelines to the reality of agriculture.

The standard is currently under review and the new guidance is expected to be much more specific for farmers in particular. In addition, AWS and GlobalG.A.P. are currently working on a partnership that will make the AWS standard more applicable to farms. Another element of the organisation is a Water Stewardship training programme.

Each food retailer has political lobbyists. These channels should also be used to express the importance of water resources and the urgent need for political action. One example is the EU Organic Standard, which still contains some of the weakest water criteria for farms. Especially outside the EU, the standard does not provide proof of sustainable water use. German food retailers should use political channels to improve this situation.

3.4.2 Options for collective action of German food retailers as an industry

Each food retailer benefits if other retailers actively reduce water risks in their supply chain.

Similar to the individual areas of activity of the individual food retailers, the German food retail sector as a whole should also become aware of its own responsibility and take collective action. If German food retailers have relatively similar supply chain structures in the fruit and vegetable sector, water risks also manifest themselves in a similar way. Food retailers should therefore leverage synergies to mitigate these risks. To this end, it is essential to create a pre-competitive space in which certain information can be shared. What applies in the river basin can also be applied to the industry: every food retailer benefits from food retailers actively reducing water risks in their supply chains. The reason for this is the geographical overlap of the supply chains.

The following areas of activity lend themselves as options for action, among other things:

Common positions and commitments
These can relate to individual actions – for example:
"We, German food retailers, are committed to becoming good Water Stewards."

Other supply chain actors, such as agricultural producers, can also be addressed, for example: "We call for a change in thinking, moving away from the dogma of water use efficiency towards water use in harmony with ecological boundaries and in cooperation with local stakeholders."

However, the importance of the industry can also put pressure on political actors, e.g.: "We call for agricultural subsidies to be linked to more sustainable water use by farmers." Or: "We call for adequate freshwater criteria to be included in the EU Organic Regulation."

Common positions and obligations represent the lowest level of sectoral cooperation in food retail and should be possible without having to create a pre-competitive space. They are the least the German food retail sector can do to assume more responsibility in the freshwater sector.

Knowledge sharing and identification of common water risk hotspots
In contrast to other sectors where, for example, the choice of location is subject to strong strategic market considerations, German food retailers are relatively limited geographically speaking if they want to have products available on the market with the appropriate level of quality at competitive prices in given quantities and at given times in the fruit and vegetable sector.
This is why German food retailers have similar procurement hotspots and thus also water risk hotspots. It should be possible to share risk analyses without disclosing competitively sensitive data. The water risk hotspots of the entire industry can thus be identified. This can form the basis for collective action in the affected river basins.

The German food retail sector has great potential to posivively influence river basins and markets.

Collective Water Stewardship projects in risk hotspots
After identifying common hotspots, the food retailers should become active in the regions. These activities can take place at different levels as described in 3.3:

- Capacity building
- Field measures
- Certification
- Water Stewardship initiatives

If possible, all levels of Water Stewardship requirements should be met. It should be possible that supply relationships between producers and food retailers do not necessarily have to be disclosed. Rather, the food retailers should develop offers of cooperation for the actors in the river basin.

One idea would be to set up platforms for local cooperation in the most important water risk hotspots (initially about 3-5 worldwide). These platforms can bridge the gap between local stakeholders and the downstream companies in the countries of sale. Not every food retailer has to become active in every hotspot, but can set preferences. However, every food retailer benefits from the activities of the others when they purchase goods from the hotspots concerned.

Influencing the market and politics
The German food retail sector can exert its influence at various levels:

- At EU level: Food retailers should be committed to incorporating better water criteria into EU organic standards. Agricultural subsidies should be linked to more sustainable water use.
- At national level: Water should be better integrated into development cooperation. Especially in regions where agriculture plays an important role and water conflicts exist or are looming.
- In standards organisations: Water criteria which address the situation in the river basin should be included in agricultural standards.
- In other organisations: For example, the German Global Compact Network (Aldi and Metro are members here) has so far hardly worked on the issue of water. The needs of German food retailers should be highlighted here. This can also be applied to other multi-stakeholder platforms and organisations.

BOX 8: An example of industry cooperation: the Water Ambition of the Courtauld Commitment 2025

In early 2018, key players in the UK food sector committed to water targets under the Courtauld Commitment 2025. Water targets were developed for industry participants under the leadership of the non-governmental organisation Waste and Resource Action Programmes (wrap) and in cooperation with WWF and The River Trust. In addition to the goal of making water use in their own operations more efficient, the signatories pledged to participate in concrete projects. These projects in particular follow the Water Stewardship approach.

In a first step, the supply chains of the companies were examined for their water risks, and joint hotspots were identified. Projects have already been developed for particularly relevant river basins in Great Britain. WWF identified the Western Cape in South Africa and areas in Kenya and Spain as the most important international hotspots. Proposals for collective action are currently being developed for these regions. The signatory companies will then participate in these measures.

Through the intermediary organisations, wrap and WWF, a pre-competitive space was created that enables food companies in Great Britain to become involved in relevant river basins worldwide. It is not necessary to disclose their own supply chain structures to competitors or suppliers.

The anonymous water risk analysis at the beginning of the project ensured that the regions are of high procurement relevance for most companies, are heavily affected by water risks and each company can engage in at least one region.

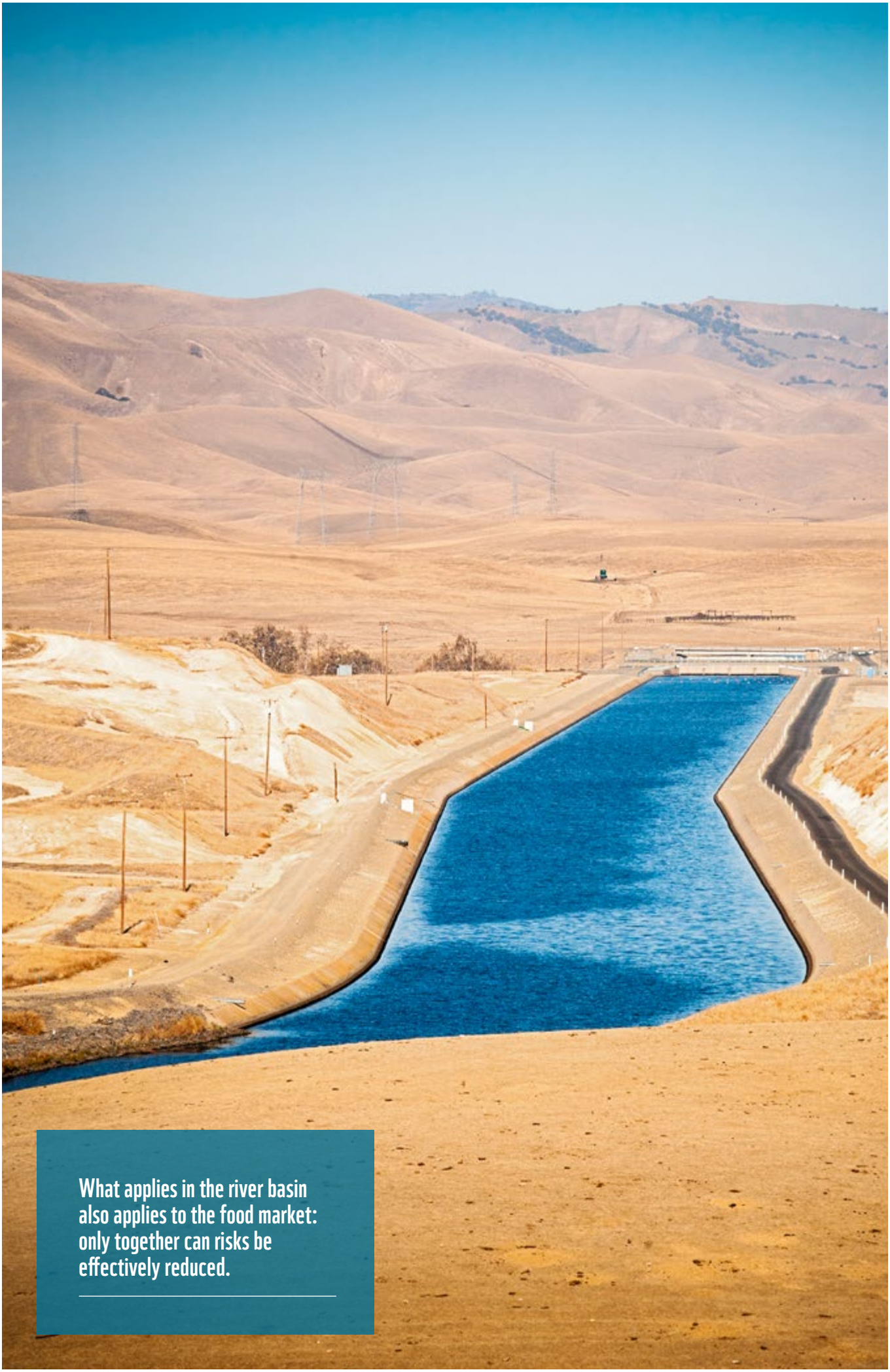
3.5 Transparency and communication

Despite its complexity, water is ideal for customer communication.

Communication plays an important role when it comes to freshwater. German food retailers should work on establishing the importance of the issue more firmly in public discourse. Due to their broad range of customers, food retailers have powerful communication channels with circulations in the millions, high visibility or click rates (for example customer magazines, point-of-sale communication, on-product communication for private label articles, TV advertising, social media, etc.). The food retail trade should also make greater use of these channels in relation to freshwater.

In terms of content, food retailers should raise awareness of the issue among consumers and make the importance and management of freshwater in the supply chains of their products transparent. Despite the complexity of the subject, freshwater is an emotional and tangible resource for customer communication.

Food retailers should report not only to consumers but also to other stakeholder groups on their handling of freshwater. The company's own channels of corporate communication are ideal for this purpose. For example, the water strategy can be published separately or as part of annual and sustainability reports and the measurement of target attainment can be disclosed transparently. Risk analyses are also suitable for communication with shareholders and other interest groups.



What applies in the river basin also applies to the food market: only together can risks be effectively reduced.

4 Demands of WWF

Based on the finding that German food retailers do not yet live up to their responsibility, but are confronted with a multitude of options for action, WWF calls for the following from every German food retailer:

- Identify the water risks in your supply chains
- Develop and implement a strategy to mitigate water risks
- Work with other stakeholders in the supply chain, especially farmers
- Communicate openly and raise public awareness of the problem

And from German food retail as an industry:

- Create a pre-competitive space for cooperation
- Develop and implement approaches for collective action as an industry
- Work together in the river basins
- Use your influence on the market to position the issue there

Annex: Questionnaire for the 2017 WWF freshwater survey

WWF food retailer water questionnaire 2017

I. Information about the company

a. Name of the company	
b. Contact details of person responsible Name	
Position	
E-mail	
Phone	
Address	
Company URL	

II. Transparency & risk awareness

1. For what part of your fruit and vegetable products do you know... (if no detailed information is available, please estimate. One X per category please.)

	0-20%	21-40%	41-60%	61-80%	81-100%
...the country of origin	☐	☐	☐	☐	☐
...the province or town of origin	☐	☐	☐	☐	☐
...the river basin	☐	☐	☐	☐	☐

Comments

2. Have you already conducted water-related risk analyses for your fruit and vegetable product range?

☐ Yes ☐ No

... if yes,

2.1. ...what type of analyses?

☐ Water footprint, please indicate the products and the process

☐ Water risk, please indicate the products and the process

☐ Water scarcity assessments, indicate the products and the process

☐ Other (e.g. governance), please indicate the products and the process

2.2. ... how often?

- ☐ Once
- ☐ Annually
- ☐ Ongoing
- ☐ Other

3. Please list your top 5 water hotspots:

Hotspot	Geographic classification (river basin, province/city, country)	Product(s) (e.g. banana, tomato, potato, etc.)	Water risk (scarcity, pollution, regulation, protests, etc.)
1			
2			
3			
4			
5			

Comments

III. Activities at company level

4. In which departments of your company is water integrated (several possible)

- ☐ Not allocated
- ☐ Sustainability management
- ☐ Marketing/communication
- ☐ Quality management
- ☐ Purchasing
- ☐ Executive management
- ☐ Other

5. Is water integrated in the corporate strategy (e.g. sustainability strategy)?

☐ Yes ☐ No

... if yes,

5.1. Please describe the goals you have set for yourself

6. Does your company have water-related guidelines (e.g. procurement guidelines, audit criteria, standard requirements, etc.)?

☐ Yes ☐ No

... if yes,

6.1. Please describe the core of the guideline(s) and the area of application (e.g. departments involved, product range areas, etc.)

7. To what extent do you require compliance with the following certifications in the fruit and vegetable range?

Certification scheme	**Products** (e.g. tomatoes, potatoes, bananas)	**Do they apply to all producers of the products?** (please describe briefly)
Global Good Agricultural Practice (GLOBALG.A.P)		
Sustainable Agricultural Network (SAN)		
UTZ		
Fair trade		
Naturland		
Alliance for Water Stewardship (AWS)		
Others		

Comments

8. Is freshwater part of your external reporting?

☐ Yes ☐ No

... if yes,

8.1. What reporting does your company use (please provide links if possible)?

☐ Company reports (sustainability report or similar)

☐ Press releases, public relations work

☐ Marketing (advertising, PoS communication, etc.)

☐ Reporting initiatives (CDP Water Disclosure, GRI, DJSI, etc.):

☐ Others

Links and comments

9. Does your company participate in water-related initiatives?

☐ Yes ☐ No

...if so,

9.1. Please list the initiatives

☐ CEO Water Mandate / UN Global Compact

☐ Alliance for Water Stewardship (AWS)

☐ Fachausschuss Wasserrisiko

☐ Others

IV. Activities in the supply chain

10. Are you already working directly with your producers/suppliers on water-related issues <u>within company boundaries</u> (e.g. irrigation, water recycling, etc.)?

☐ Yes ☐ No

...if so,

10.1. Please describe your activities using the following categories...

No.	Country/region/river basin	Product(s)	Measures/activities
1			
2			
3			
4			
5			

Comments and links

11. Are you working on water-related issues beyond the boundaries of the farm (e.g. river basin regulation, local platforms, renaturation measures, etc.) in the projects listed (or in another form)?

☐ Yes ☐ No

...if so,

11.1. Please describe your activities

12. **What do you need to tackle the issue of freshwater (even) better in the future?** *For example, strategic approaches, methods and tools, support from third parties, strengthening internal capacities, building up know-how, exchanging information, etc.*

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Water Stewardship in the German food retail industry

100% RECYCLED

47 liters per Euro

German food retailing is the industry with the greatest dependence on water resources.

Too little engagement

A WWF survey shows: The sector still takes too little responsibility with regard to water.

Use options

The sector is theoretically well equipped with a variety of tools, methods, programms and networks to accomplish Water Stewardship goals.

Become good Water Stewards

The German food retailers should know its water risk and reduce it in both river basins and markets.

Support the WWF

Donation account

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WWF

Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.panda.org/freshwater

WWF Germany

Reinhardtstraße 18

10117 Berlin | Germany

Phone: +49 (0)30 311 777 700

Fax: + 49 (0)30 311 777 888