Strategic Plan
2016-2020
Water Footprint Network provides science-based, practical solutions and strategic insights that empower companies, governments, small-scale producers and individuals to transform the way we use and share fresh water within earth’s limits.

Founded in 2008 by the University of Twente, WWF, UNESCO-IHE, World Business Council for Sustainable Development, International Finance Corporation, Netherlands Water Partnership and Water Neutral Foundation, we are a dynamic, international learning community.

Working together with and supported by hundreds of partners worldwide, we drive action towards sustainable, efficient and equitable water use, build communities to escalate change in river basins, share knowledge and train practitioners to solve the world’s water crises.

As the global leader in Water Footprint Assessment, we find solutions using a common methodology that interlinks water related issues and leads to strategic action for water stewardship, resource efficiency, fair allocation and good governance. Our data, tools and Global Water Footprint Standard bridge sectors and viewpoints, illuminate the path towards integrated water resource management and accelerate progress towards sustainable development.

www.waterfootprint.org
This strategic plan marks an important moment in the history of Water Footprint Network. With it, we set forth on a new era as we evolve from a newly founded organisation to an enduring institution with a wealth of experience amongst its staff, Supervisory Board and partners.

During its development, we gathered together the experiences of our first years of operation, carefully reviewed the lessons we have learned and assessed what is uniquely ours to contribute in the rapidly changing landscape of water sustainability. In doing so, we lay the foundations for building on what we have already achieved as we accelerate progress toward fair and smart use of the world’s fresh water.

Over the last five years, Water Footprint Network has grown in size as well as impact. In the coming years, we will focus our efforts on four main areas of activity and will actively seek opportunities in priority sectors and regions to ensure our resources drive local and global change.

This plan is not only designed to guide our work; it is also an invitation to work with us. Our most important asset is our partners who share in our vision of a world where fresh water sustains thriving communities and nature’s diversity. With it, we open the door wide to those who would like to join us in achieving our mutual aims and provide new avenues through which we can engage with each other.

We embark on these next five years with enthusiasm and feel confident that, together with you, we will look back in 2020 to the successes we have had in delivering science-based practical solutions that transform the way we use and manage fresh water.

"Individually we are one drop. Together, we are an ocean"
Ryunosuke Satoro

Ruth Mathews
As one of the family of ecological indicators, the water footprint is a solid starting point for the much needed debate about the wiser use of our scarce freshwater resources.

Since founding Water Footprint Network in 2008, I have seen it develop into a worldwide hub of water footprint knowledge and research. I have watched it strengthen as a reliable bridge between science and practice, reinforced by a growing library of examples of how Water Footprint Assessment can help address the water challenges we face as governments, companies, small scale producers, investors and as individuals.

The plans laid out in this strategy describe the Water Footprint Network’s distinct role in the advancement of fair, efficient and sustainable water use. They effectively position the organisation within the broader context of water sustainability so that it can maximize its impact where it is most needed. In delivering these plans over the coming years, the organisation can foster understanding in water use and management and further inspire innovation and solutions to the world’s escalating water crises.

As part of our endeavours to equip Water Footprint Network for the future, we have restructured the organisation’s governance system. This plan explains how the new governance structure will provide openings for a broader range of partners and stakeholders to participate in guiding the organisation.

The Supervisory Board of the Water Footprint Network has been fully involved in developing this strategic plan and I am confident that the renewed, focused direction it carves will support the future growth and development of the organisation, whilst further bolstering the collaborative spirit of our partnership Network as together we pursue a future of sustainable development within earth’s limits.

Arjen Hoekstra
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1 Introduction

Water Footprint Network regards water as a fundamental requirement for people and the planet, for economic development and environmental sustainability. Our vision for the future is **a world in which we share clean fresh water fairly amongst all people to sustain thriving communities and nature’s diversity**.

This strategic plan sets out our specific aims, approach, delivery strategies and priorities for the period 2016 – 2020 as we work towards our overall aim of **fair and smart use of the world’s fresh water**. It builds upon the experience of the first seven years of operation and an assessment of upcoming opportunities in order to define the future direction for the organisation.

The six overarching principles that guide our work

- Science: Our work is grounded in science
- Partnership: Collaboration and co-operation are essential to achieving our aims
- Multiplier effect: We accelerate change by empowering others
- Focus: We focus our efforts where our impact is greatest
- Learning: We learn from everything we do and share that learning
- Accountability: We are open and transparent

**A world in which we share clean fresh water fairly amongst all people to sustain thriving communities and nature’s diversity**
2 History & Context

Water Footprint Network was established in October 2008 as a partner organisation involving participants from a wide range of interested sectors including companies, government, academia, international organisations, non-governmental organisations (NGOs), finance institutions and consultancies.

Since its foundation, the organisation has made significant progress with achievements in:

- The development of water footprint methods, tools and applications;
- Water Footprint Assessment studies and verification;
- Capacity building and training; and
- Multi-sector engagement through collaboration with water sustainability initiatives and representation in international forums.

The landscape in which we work has changed dramatically in recent years. There has been a rapid increase in the level of understanding that sustainable water use and management underpins economic development, social well-being and environmental health. There has also been an escalating increase in the frequency and scale of water crises. As a result, the number of international, regional and national organisations with aligned strategic aims to Water Footprint Network has increased.

The scientific field of Water Footprint Assessment has also progressed rapidly, evidenced by the exponential growth in the number of scientific articles published annually in this field. The uptake of Water Footprint Assessment by governments, businesses and NGOs has created further opportunities for innovative research that meets the challenges of today’s world.

This new context makes it imperative to focus our individual and collective strengths on where we can have the greatest impact. The need for change and for a continuing expansion in the expertise able to address the multitude of water related challenges highlight the importance of achieving a multiplier effect through the partner Network and through strategic alliances and joint initiatives with others.
It also presents new opportunities to expand and spread expertise by building capacity in others.

2.1 Planning horizon 2030

This strategic plan takes into account some key trends and issues that will affect our priorities, not only through the period of this strategic plan, but to 2030 and beyond.

2.1.1 Sustainable Development Goals

The Sustainable Development Goals (SDGs), agreed upon in September 2015, set the 2030 Agenda for Sustainable Development. Amongst the 17 goals and 169 targets, Goal 6 has eight targets which are dedicated to ‘ensure availability and sustainable management of water and sanitation for all’.

The new goals can be expected to exert an early influence on the strategies of international governmental organisations and institutions, international NGOs and national governments. There will likely be an increase in collective initiatives and an increase in funding for work towards the goals.

Donor investment to support water-stressed regions and to the achievement of the SDGs is expected to increase. Global institutions within and beyond the United Nation’s system will play a vital role, along with leading bilateral donors. Investment from the public sector will be delivered to a large extent through the World Bank and its agencies and the increasingly influential and effective regional development banks, supplemented by finance from private sector ‘green’ banks and new forms of social investment.

Action at national level is expected to intensify as governments and other bodies attempt to meet their commitments. National commitments will influence and mandate private sector investment and actions; civil society, in turn, will hold governments to account and mobilise influence. This will increase the need for tools and metrics to measure progress as well as for research, data and
knowledge sharing to underpin capacity building and ensure that investments are strategic.

### 2.1.2 Corporate Water Stewardship

Companies worldwide are recognising that water is an essential ingredient in their business operations. Lack of access to sufficient water quantities and/or degraded water quality is posing a material risk to a growing number of companies.

In response, interest and investment in water stewardship and improvements in productivity from private sector companies and their charitable foundations has been building over the past five years and is expected to continue to increase in the next five years. At the same time, private and public sector donors are starting to become more focused in their investments, both thematically and geographically, and are demanding higher standards of impact measurement and accountability. Businesses are also increasingly investing resources in an expanding number of national and voluntary international standards for sustainable production.

Based on these trends, the requirement for water sustainability reporting by companies will continue to grow. This will increase the need for methodologies, tools and data to monitor and evaluate outcomes and impacts.

In addition, it is likely that investment in addressing water related risks will spread beyond multi-nationals to the businesses in their supply chains and that the impetus for change will start to come from the ‘bottom up’ as well as from the ‘top down’. This will lead to further growth in the burgeoning market for specialist providers of training and consulting services and an increase in the number of large multi-sector consulting firms and business verification firms that are supporting their clients in sustainable water issues.

### 2.1.3 Sustainable Water Initiatives

Following on the increasing interest in water sustainability, a large number of public and private sector initiatives, partnerships and inter-governmental programmes addressing different aspects of freshwater sustainability and
stewardship are actively pursuing commitments to water sustainability. These initiatives range from local or sector specific public-private partnerships to global platforms. The value of effective global and local networks, of sharing knowledge and building partnerships to develop guidance and to implement projects will grow.

2.2 Our contribution

Water Footprint Network bridges the steps between science and action and, with our partners, offers a comprehensive pathway towards sustainable water use. By capturing and incorporating scientific innovations, advancing their practical applications and making these publicly available, our Network can support a wide range of water initiatives.

We link research to implementation and accountability on local to global scales through the development of methods and tools and by conducting analysis. We identify solutions and monitor and evaluate the impacts of implementing those solutions. We rely on Network partners and others for research that provides the scientific underpinnings of our work and on solution providers and implementers, such as governments, businesses, development organisations, NGOs and consultancies, to effectuate actual changes on the ground.
The water footprint has a unique contribution to make in illuminating the causes of growing water scarcity and poor water quality. It can be applied to detect and compare where livelihood improvements can occur by assessing water use in relation to quantities of production, income generated or jobs created. By quantifying the benefits that are being gained from the use of water, and by whom, a picture of current imbalances emerges and discussion can open on how to achieve equitable sharing.
Our analyses provide a solid, scientific foundation for well-informed water management strategies, regulations and policies that balance industrial water use with the needs of communities and nature.

Water Footprint Assessment can be used to monitor and evaluate progress towards the SDGs and through other sustainable development initiatives, advance government policy making, inform investment decisions and the management of corporate water risk. We can also help improve the sustainability of supply chains and support companies as they move along their water stewardship journey.
Measuring progress towards the Sustainable Development Goals

SDG 2.4 Ensure sustainable food production systems & implement resilient agricultural practices - Comparing the water footprint of crops to their water footprint benchmark indicates where crop production can become more efficient and/or have increased water productivity. Measuring the % of food crops that are grown in areas with blue water scarcity and/or high water pollution levels indicates whether food is being produced in basins that are managed sustainably.

SDG 6.3 Improving water quality by reducing pollution – Water pollution reduction opportunities can be identified by measuring the grey water footprint while comparing it to water footprint benchmarks and water pollution levels, indicating where pollution reduction is most needed.

SDG 6.4 Ensure sustainable withdrawals & supply, reduce the number of people living under water scarcity and substantially increase water-use efficiency across all sectors - Monitoring monthly blue water scarcity and numbers of people affected by high levels of scarcity indicates whether water is being used sustainably. Water-use efficiency/water productivity that can be reasonably met can be measured by comparing to water footprint benchmarks.

SDG 6.6 Protect & restore water-related ecosystems – Monitoring reduction in violations of environmental flows and ambient water quality standards through measuring blue water scarcity and water pollution levels can indicate progress toward ecosystem health.

SDG 8.4 Improve progressively global resource efficiency in consumption & production - Comparing the water footprint to benchmarks and economic indicators measures the extent to which economic growth is decoupled from water resource degradation.

SDG 9.4 Upgrade infrastructure & retrofit industries to make them sustainable – Measuring the water footprint indicates the water-use efficiency of industrial processes.

SDG 12 Sustainable consumption & production patterns – Consumption and production patterns can be monitored with the water footprint and assessed for sustainability.
## 3 Core strategy

The core strategy takes into account Water Footprint Network’s achievements to date, the current and expected future context within which the organisation will operate and its positioning within the field of organisations contributing to the broad aim of fair and smart use of the world’s fresh water. It is reflective of where the organisation has been i.e., where its experience and expertise is strongest, and looks forward to see what can be strengthened and developed to improve its contribution towards sustainable water use.

At the heart of this strategy lies the value we place on collaboration with others. Reaching our aim will require concerted effort on the part of many organisations and individuals. Together, our influence can exceed our individual actions.

### Water Footprint Network’s evolution

<table>
<thead>
<tr>
<th>Where we have been</th>
<th>Where we are going</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emerging field</td>
<td>Rapidly expanding field</td>
</tr>
<tr>
<td>Centre of expertise</td>
<td>International web of practitioners, researchers and advocates</td>
</tr>
<tr>
<td>Broad application of Water Footprint Assessment to demonstrate value</td>
<td>Targeted application to increase impact</td>
</tr>
<tr>
<td>Broad partner programmes</td>
<td>Customised partner engagement and network development</td>
</tr>
<tr>
<td>Governance by founding partners</td>
<td>Inclusive, representative governance</td>
</tr>
<tr>
<td>Financial reporting</td>
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</table>
During 2016 - 2020, Water Footprint Network will focus its efforts on four specific aims, each of which has a dedicated delivery strategy.

### Water Footprint Network Core Strategy 2016 – 2020

<table>
<thead>
<tr>
<th>overall aim</th>
<th>specific aims</th>
<th>delivery strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fair and smart use of the world’s fresh water</strong></td>
<td><strong>Strengthen the multi-stakeholder Network</strong></td>
<td><strong>Provide open access to customised information, analyses and tools</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Increase water footprint awareness amongst companies, governments and citizens</strong></td>
<td><strong>Develop joint initiatives and expand knowledge sharing</strong></td>
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<tr>
<td></td>
<td><strong>Influence policy and practice through the uptake of Water Footprint Assessment</strong></td>
<td><strong>Conduct projects and build capacity in others</strong></td>
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<tr>
<td></td>
<td><strong>Fortify scientific foundations for local and global change</strong></td>
<td><strong>Develop the Water Footprint Research Alliance</strong></td>
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### Principles

- **Science**  Our work is grounded in science
- **Partnership**  Collaboration and cooperation are essential to us
- **Multiplier effect**  We accelerate change by empowering others
- **Focus**  We focus our efforts where our impact is greatest
- **Learning**  We learn from our work and share that learning
- **Accountability**  We are open and transparent

### 3.1 Strengthen the multi-stakeholder Network

Water Footprint Network draws together the full range of stakeholders involved in finding solutions to water scarcity and pollution: business and government,
international organisations and civil society, academia and consultancy. It bridges, builds and shares ideas and knowledge as broadly possible.

The fundamental nature of partnership to achieving our aims means that developing the Network to its full potential will flow through everything we do. By working together, we will increase insights that bring solutions and multiply our collective impact; our influence will exceed our own actions.

To escalate progress, Water Footprint Network will form strategic alliances with key actors who can complement or multiply its own strengths. Through these alliances, we will work with other organisations to achieve one or more specific aims collaboratively and with respect for each organisation’s unique contributions. Strategic alliances will be sought with:

- governments and international organisations;
- researchers and other data providers;
- implementing organisations;
- those who have expert knowledge in Water Footprint Network’s key sectors or priority regions;
- key media outlets and other organisations involved in awareness raising; and
- organisations for training and capacity building.

A new practitioners’ community will be established to expand the global web of expertise and fortify the foundations for change. This platform will provide opportunities to share activities and learning, strengthen practice and to develop practical approaches to specific types of assessment.

To advance sustainable water management and use at a local level, in supply chains and river basins, we will create, train and support local learning networks. Consultants, government staff, civil society, researchers and companies with local knowledge will be invited to join these networks in order to address the challenges of sustainable development. The learning from local applications of Water Footprint Assessment will be shared so that everyone can be enriched by the advances made locally, and apply them globally.
3.2 Increase water footprint awareness among companies, governments & citizens

Water footprint shows where and when water is used by citizens, small-scale producers, companies and nations. It illuminates the impacts that consumption and production have on fresh water locally, nationally and globally. The insights it provides can empower civil society, individuals and organisations to reduce their water footprint and make it more sustainable.

Water Footprint Network’s website will be maintained as a central repository for Water Footprint Assessment knowledge, tools, data, online applications and results. We will supply credible, scientifically robust, accurate and relevant information that is easy to use and provides insights into critical questions on the path toward sustainable development.

Our tools, such as the Personal Water Footprint Calculator, National Water Footprint Explorer and Water Footprint Assessment Tool, will be updated as new data becomes available and we will customise them to meet the needs of our partners. We will continue to develop the WaterStat database as the most comprehensive online resource of water footprint data worldwide.

We will actively reach out to new audiences to build awareness of the water footprint concept and of Water Footprint Network as an organisation working towards fair and smart use of the world’s fresh water. To achieve a broad distribution of water footprint information and the results from Water Footprint Assessments, we will collaborate with graphic and software designers, civil society and international organisations and with media outlets and communications experts who are well placed to reach key audiences. We will also continue to participate in a wide range of conferences, presentations, trainings and webinars in order to promote the water footprint concept and the Network to governments, businesses and civil society.
3.3 Influence policy & practice through uptake of Water Footprint Assessment

Water Footprint Network and its partners will influence government policies, investments and corporate strategies through practical applications of Water Footprint Assessment. We will prioritise participating in projects that will drive innovation in Water Footprint Assessment and demonstrate its value in addressing key issues or in specific sectors, supply chains or regions that have the most transformative impact.

To escalate collective action, we will proactively build expertise in others to use Water Footprint Assessment. We will continue to deliver our highly evaluated training through expanded training modalities and develop customised training programmes. Quality assurance through review and verification of Water Footprint Assessment studies and a proposed licensing programme will ensure Water Footprint Network’s high standards are consistently delivered by its trainees. By equipping others, we intend to catalyse an international web of expertise and increase the number of assessments supporting better investment decisions, strengthening corporate sustainability strategies and helping both the private and public sectors move towards sustainable water use.

We will work with voluntary standards systems and other national and international organisations to embed water footprint indicators and metrics into certification schemes or to help measure progress toward the SDGs.

3.4 Fortify scientific foundations for local & global change

As a science-based organisation, it is essential for us to have access to reliable data and research results. These form the basis of Water Footprint Assessment projects and knowledge resources, and are used to create training and awareness raising materials.
We will broaden the basis for, and the interdisciplinary nature of, water footprint research through the development of the Water Footprint Research Alliance, which brings together leading researchers from around the world. Together with our partners, we will develop a research agenda that will continue to expand the impact and relevance of Water Footprint Assessment applications.

Events will be held for international scientists to share their research and increase innovation to stimulate a more rapid advance in the field of Water Footprint Assessment. Scientific workshops, special sessions and conferences will be initiated and co-organised with members of the Water Footprint Research Alliance and conference organisers. These activities will ensure that we - and the broader Network - have access to the latest data and research in Water Footprint Assessment as a foundation for our work.

To further develop the scientific foundations of Water Footprint Assessment we will seek funding for collaborative research projects in alignment with the research agenda. These projects will be conducted by members of the Water Footprint Research Alliance and guided by Water Footprint Network. Funding will be sought in particular to stimulate applied research that may not happen otherwise. Research results will be used to create knowledge resources that will be readily available on our website and to develop case studies that demonstrate the value and use of the research results.

### 3.5 Focus: Priority sectors & regions for 2016 – 2020

The level and nature of the changes required to achieve our goal requires a global response. We will partner with organisations from around the world, develop knowledge resources that are useful across sectors and regions and we will support and promote the use of Water Footprint Assessment where its contribution can be most beneficial. The science underpinning our programme will have practical implications at all scales across the globe.
To increase our impact, we will proactively seek to build capacity and develop projects and partnerships in select sectors and regions. We will not work solely on these yet they will be our priorities.

The **food and beverage and textile sectors**. The organisation already has extensive experience in these important water intensive sectors. We can continue to deepen our expertise and maximise our impact through this more focused approach.

**South and East Asia**, with an initial focus on China and India. Population pressures and demographic changes are leading to increasing water footprints in areas where levels of water scarcity and pollution are already high.

**Latin America and the Caribbean** with an initial focus on Mexico, Colombia, Peru and Chile. There is a high level of interest in Water Footprint Assessment in this region, in both the private and public sectors and a growing number of skilled practitioners who are partners of Water Footprint Network.

**Sub-Saharan Africa** with an initial focus on Kenya, Tanzania and South Africa. Increasing population and rapid agricultural development for export are expected to exert particular pressure on freshwater resources in the coming years.

Within these regions, we will primarily address the water footprint of production. Because many of the goods produced in these regions are exported to meet global demand, we will prioritise our awareness raising activities in regions where many of the products are consumed e.g., **North America and Europe**.

### 3.6 Key Performance Indicators

In order to track our progress and measure our achievements we have selected four Key Performance Indicators, one for each specific aim. As these are new indicators for the Water Footprint Network, we will conduct baseline measurements in 2016 and use these to set targets for 2018 - 2020.
### Key Performance Indicators

<table>
<thead>
<tr>
<th>Aim</th>
<th>Indicator</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strengthen the multi-stakeholder Network</strong></td>
<td>Level of engagement and satisfaction of Network partners and key stakeholders</td>
<td>Measured annually through a perception survey, number of joint initiatives, number of participants in training and knowledge sharing</td>
</tr>
<tr>
<td><strong>Increase water footprint awareness amongst companies, governments &amp; citizens</strong></td>
<td>Level of use of Water Footprint Network’s knowledge resources</td>
<td>Measured annually through number of downloads, tool user numbers, etc. from Water Footprint Network’s website and through third party users of Water Footprint Network’s information</td>
</tr>
<tr>
<td><strong>Influence policy and practice through uptake of Water Footprint Assessment</strong></td>
<td>Number of Water Footprint Assessment projects</td>
<td>Measured annually through monitoring the number of projects conducted by Water Footprint Network, trainees, partners and others</td>
</tr>
<tr>
<td><strong>Strengthen scientific foundations for local &amp; global change</strong></td>
<td>Number of scientific journal publications using water footprint and number of special sessions on the water footprint</td>
<td>Measured annually through Web of Science and conference proceedings</td>
</tr>
</tbody>
</table>
4 Governance

With the 2016-2020 strategic plan, Water Footprint Network’s governance system has been restructured. The new structure will provide more opportunities for a broader range of Network partners and key stakeholders to participate in guiding the growth and development of the organisation.

The governance system is comprised of the Supervisory Board, which will have fiduciary responsibility for the organisation, and the Executive Board, which will implement day-to-day management of the organisation.

The governance of Water Footprint Network will reflect its international aim and multi-stakeholder nature and will ensure that the organisation:

- engages the best available expertise for oversight and monitoring;
- involves a broad based constituency of stakeholders;
- has an effective system to recruit, retain and rotate Supervisory Board members;
- stays focused on its role and functions; and
- is publicly accountable for its performance.

4.1 Supervisory Board

Since the foundation of Water Footprint Network, the Supervisory Board has been comprised of our founding partners. In order to ensure that the governance of the organisation is inclusive and representative of the partner Network, we will now open membership to all partners.

Three new committees (Governance Committee, Finance Committee and Human Resources Committee) will be established to advise the Supervisory Board. Committee membership will be open to the Supervisory Board members as well as to other individuals who can bring relevant expertise.
4.2 Executive Board

The Executive Board will continue to function as it has since Water Footprint Network’s incorporation and will hold regular meetings with the Supervisory Board. A new Advisory Group will be established to advise the Executive Board and will be comprised of individuals from Network partner organisations and other key stakeholders who can provide strategic or tactical advice to the Executive Board and act as ambassadors for the organisation.

Water Footprint Network Governance System

Supervisory Board

Executive Board

Governance Committee

Finance Committee

Human Resources Committee

Advisory Group
5 Financial Plan

5.1 Funding

Water Footprint Network aims to increase its income in order to increase our impact. The organisation's funding model will evolve to embrace a more diverse mix of revenue sources and new ways to deliver value to partners, clients and funders.

To date, Water Footprint Assessment projects, training and partner fees have formed the basis for most of the income for Water Footprint Network with projects dominating its income. To succeed in all four aims set out in this strategy, we will diversify our funding to support activities beyond Water Footprint Assessment projects such as partner engagement programmes, capacity building, communications and knowledge resources development.

By 2020, we intend to generate an equal amount of income from a) Water Footprint Assessment projects b) training, licensing and partnership programmes and c) donor funding.
5.2 Expenditure

Over the next five years, expenditures will be structured relative to our specific aims. Water Footprint Assessment projects will continue to be a core element of our work. However, the proportion of total expenditures supporting delivery of Water Footprint Assessment projects conducted by our staff will decrease as we undertake more projects with partners and build capacity in others.

At the same time, the total expenditures for Network development activities will increase year on year to reflect the growing importance of partnerships to the delivery of the strategic plan i.e., greater investment will be made into developing the Network and adding value to our partners’ work. We will also invest in expansion of Water Footprint Network’s training and capacity building activities. This will increase the number of practitioners delivering quality Water Footprint
Assessment projects, resulting overall in a larger number of projects being completed.

In addition, we will explore the possibility of licensing of Water Footprint Assessment practitioners in order to build a larger community of qualified practitioners.

Projected proportional expenditures
Acknowledgements

Water Footprint Network would like to thank everyone involved in the development of this strategic plan, including Change Agency for its support and facilitation, as well as our Network partners, key stakeholders, the Supervisory Board and staff that contributed ideas, expertise and insights.

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