



WWF WATER RISK FILTER & EDEKA GROUP



WHY WATER MATTERS TO FOOD RETAIL COMPANIES?

Around 70% of the world’s freshwater is used for agricultural production. Furthermore, the vast majority of the disruptions to global biogeochemical (i.e. nutrient) cycles stem from fertilizer use to increase crop production.

The world’s water challenges are, to a large extent the world’s sustainable food production challenges.

Recognizing this, many of the world’s largest food, beverage and retail companies have started to engage their supply chains in an effort to mitigate their biggest water risks.

ASSESSING WATER RISK AT GLOBAL SCALE

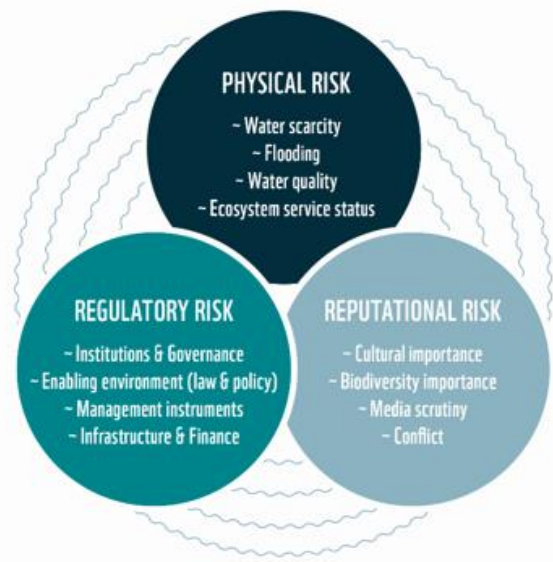
Businesses around the world face diverse physical, regulatory and reputational water risks. The WWF Water Risk Filter contains a total of 32 global basin risk indicators to enable a comprehensive assessment of all three risk types.

EDEKA and WWF have co-developed a unique customized version of the Water Risk Filter tool: the EDEKA Water Risk Tool. Since its launch in 2018, 20 of EDEKA’s suppliers, accounting for almost 300 farms, have analyzed their water risks based on location and product specific information. Based on their identified water risk, they are encouraged to provide evidence of appropriate mitigation measures. The tool will be rolled out gradually to fruit and vegetable suppliers, followed by suppliers from other product areas.

WWF & EDEKA GROUP PARTNERSHIP: HOW IT ALL STARTED

The starting point for any company with a significant agricultural commodity supply chain such as EDEKA’s is to engage in a water risk assessment.

Therefore when EDEKA’s water stewardship work with WWF started in 2012, the WWF Water Risk Filter tool was used to assess water risks at a global scale across their supply chain. More specifically, the physical, regulatory and reputational water risks for over 2,300 own brand products were analyzed.



“The EDEKA Water Risk Tool helps us to identify suppliers in regions with particularly high water risks, which are supported by the Water Partners Program, in the implementation of measures to reduce these risks, including training and certification.”

- Rolf Lange, Head of Corporate Communications EDEKA AG



FROM GLOBAL TO LOCAL SCALE RISK ASSESSMENT

For their cultivation farms in Ecuador, Columbia and Spain, EDEKA and subsidiary Netto Marken-Discount conducted finer scale risk assessments using the WWF Water Risk Filter's high-resolution country data sets to gain more detailed understanding of local basin water risks.

In addition, the WWF Water Risk Filters contains over 120+ country profiles, with risk scores aggregated at country level as well detailed information on national water governance, policies and water resources. This country level risk information has helped EDEKA to assess water risks for their organic private-label products and thus determine, amongst other criteria, which can be awarded with the WWF Panda logo to help customers identify sustainable and environmentally friendly products.



WWF Water Risk Filter map of overall water risks in Spain based on local high resolutions data set



FROM RISK ASSESSMENT TO RESPONSE: IMPLEMENTING ALLIANCE FOR WATER STEWARDSHIP STANDARD

The WWF Water Risk Filter high-resolution dataset for Spain helped EDEKA better identify local water risks and shared challenges for the implementation of Alliance for Water Stewardship Standard (AWS) with Spanish citrus farmers. In 2018, the EDEKA and WWF pilot project with orange farmers in Andalusia was the first agricultural company in Europe to be certified by the AWS standard, achieving the rare gold status.

Furthermore, the WWF Water Risk Filter's Respond section links risk assessment results to provide a customized set of contextual response actions, which are aligned to leading water stewardship frameworks such as AWS. This helps companies, like EDEKA and Netto Marken-Discount, to develop more comprehensive water stewardship strategies that account for context and are aligned with leading initiatives.

BY CONDUCTING WATER RISK ASSESSMENTS AT GLOBAL & LOCAL LEVEL ON A REGULAR BASIS

EDEKA AND NETTO MARKEN-DISCOUNT ARE ABLE TO:



SUPPLIER ENGAGEMENT

Increase their engagement with their suppliers on water risks and water stewardship



FOCUS ACTION ON HOTSPOTS

Identify water risk hotspots and contextual response actions to address high water risks



CUSTOMER AWARENESS

Increase customer awareness by WWF co-branding of organic own-brand products

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