

Corporate Water Footprints: Driving Nature-Positive Investments through Water

Credits

15:00 – 15:05 | Welcome & Introduction

- Topic: Welcome remarks, introduction to the EU Green Week theme ("Investing in a nature-positive economy"), and overview of the webinar objectives.
- Speaker: Moderator / Host (Act4Water / WFI)

15:05 – 15:20 | The Corporate Water Footprint: From Risk to Nature-Positive Investment

- Topic: Understanding the real impact of corporate water footprints. Why traditional water efficiency is no longer enough and how companies must transition from risk management to active investment in watershed regeneration.
- Speaker: Jaap Feil, Water Footprint Implementation (WFI)

15:20 – 15:35 | The Act4Water Standard & Positive Water Credits: A Framework for Action

- Topic: Introduction to the Act4Water standard as a practical pathway to achieve Water Positive status. How Positive Water Credits (CAPs) work as a verified mechanism to channel private finance into local, positive water impact projects.
- Speaker: Desirée Marín, Fundación Aquae / Act4Water

15:35 – 15:45 | Case Study: Translating Impact into Water Credits on the Ground

- Topic: A real-world perspective from a project developer. How a specific nature-based solution or water replenishment project calculated its impact, generated Positive Water Credits, and connected with corporate investors.
- Speaker: [Speaker TBC] - Project Developer

15:45 – 15:55 | Panel Discussion & Interactive Q&A

- Topic: Open conversation among the speakers addressing questions from the audience regarding corporate challenges, the mechanics of water credits, and public-private collaboration.
- Moderator: Host

15:55 – 16:00 | Key Takeaways & Closing Remarks

- Topic: Summary of the main points and actionable next steps for companies looking to start their journey toward becoming water positive.

- Speaker: Moderator / Host