



**WE & B**

Water, Environment and  
Business for Development



# **WE&Bs Statement to the UN Water Conference 2023**

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Document Prepared By:

Water, Environment and Business for Development (WE&B)



Striving for positive social and  
economic impact on the lives of  
those dealing with environmental  
challenges

**Water action must happen now.** Reacting to this statement and recognizing **Water, Environment and Business for Development (WE&B)s'** unique position sitting at the interface between research and practical implementation between bottom-up and top-down knowledge generation, we provide our commitments here within. We know the challenges at the local level through our continuous engaging with communities. We also have the experience to bring together the top-down knowledge to generate new hybrid knowledge that can generate a just transition to a water secure future. This hybrid knowledge incorporates all relevant visions inspiring the required change or translating into a just transition in research or policy adaptations. We have added to the latest trends in research and provided new knowledge in our field, yet, we have gained valuable experience in the realities of implementing this new knowledge into practical useful changes that benefit society.

As we move towards fostering a sustainable and water secure future, and inspired by the UN Water Conference 2023, WE&B pledges to continue to provide positive impacts on society and to continue to add our little grain of sand of new knowledge to overcome our most pressing global challenges. We will provide our big actions, small in comparison to what is required.

**WE&B** will remain true to what we set out to achieve 10 years ago. We will continue to strive for positive social and economic impact on the lives of those dealing with environmental challenges by driving innovation towards a better connected and prepared society and economy to face the future environmental and water related challenges. We will do this through providing social and economic research, innovation and practical implementation to the multilateral, public and private sectors, providing solutions to the environmental challenges facing society.

We will focus our expertise specifically on 4 main areas of intervention: (i) Water; (ii) Climate Change; (iii) Circular Economy and (iv) Green Growth. In each of these areas we will provide services that can promote efficient water usage at all levels, taking into account the water, food, energy, environment nexus; while engaging with all relevant stakeholders, from across all sectors with a special focus to include women, children, young people, older persons, persons with disabilities, indigenous peoples and local communities. Our pledge includes services related to:

#### ***Social Innovation***

*"Finding new approaches to meet social needs and to produce the behavioural changes required to solve environmental challenges. With social innovation, at WE&B, we aim to empower citizens, develop new social relations, generate impact and create new innovative models of collaboration."* – WE&B

#### ***Business Innovation***

*"The process of creating, adapting or translating an idea, technology, tool, model or methodology into a good or service that creates systemic (social, economic, environmental) value and for which customers are willing to pay."* – WE&B

#### **Our commitment to full reinvestment of economic benefits for Water for Cooperation**

As WE&B gains an economic benefit, we pledge to reinvest these benefits. True to our reason for existing, we will ensure that every year we choose one or more of the following actions that we would implement as an organisation that are in addition to the projects that we implement. A first non-exclusive list of pledges includes:

- Provide financial support to re-green and reforest urban/rural spaces and to increase biodiversity and water security.
- Support programs that look to build, develop and implement Nature Based Solutions in harmony with society.
- Support campaigns that incentivize circular solutions that benefit society and work in harmony with nature.
- Support campaigns that look to rehouse migrants displaced by climate change (extreme heat, violent and destructive storms etc.)
- Provide communication, dissemination, and educational materials to society on the impacts of climate change.


**Our hope is that through our action and our commitments, we will inspire other organisations to reinvest in the environment to ensure a water secure and equitable future for all.**

**Dr. David Smith**



Director and Partner

**Mrs Beatriz Medina**



Partner and Socio Environmental Expert



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