



Supporting WFD Delivery Through New Mechanisms

Kathy Hughes, WWF-UK

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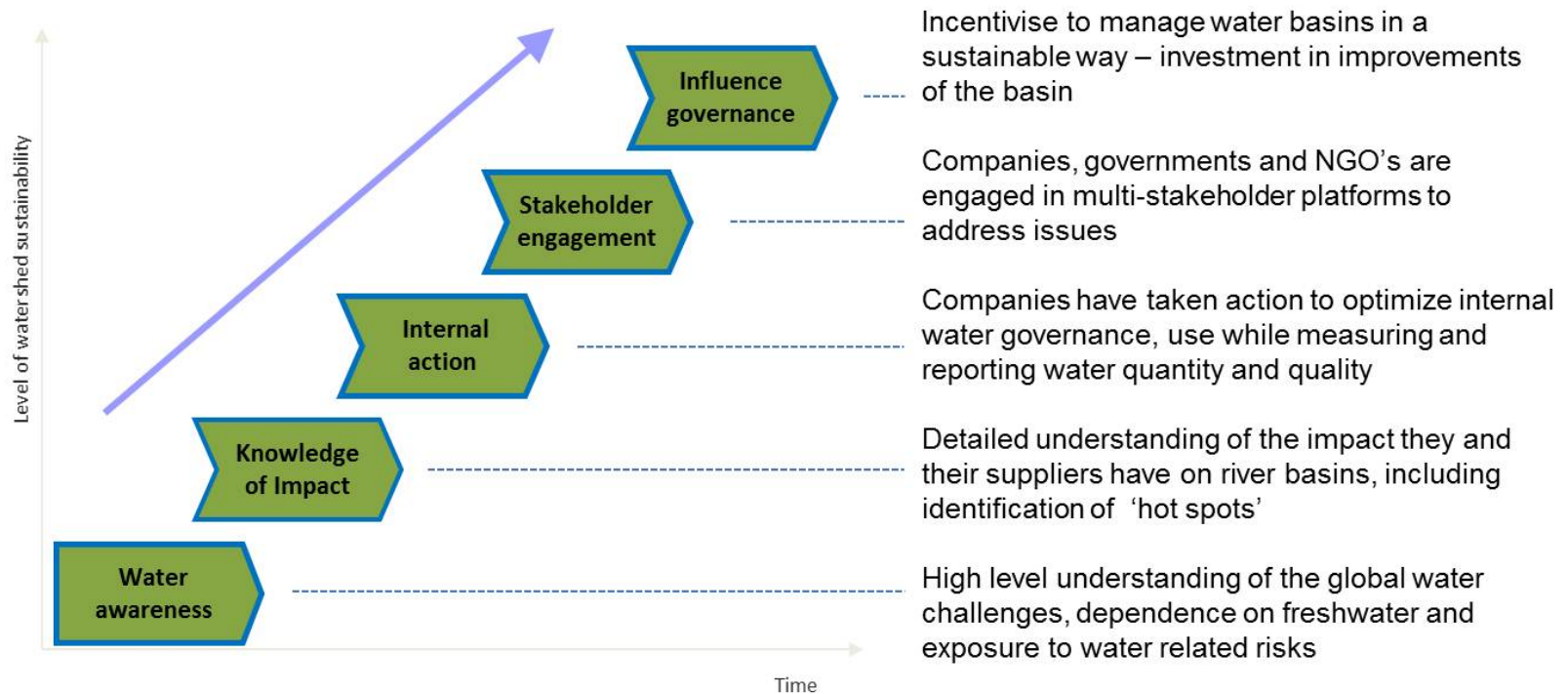
Supporting WFD Delivery through new mechanisms

- **Problem:** European wide failure to fully implement Water Framework Directive.
 - **Catchment approach:** Unlocking the capacity of the private sector within catchments, through innovative partnerships that support the delivery of Water Framework Directive.
 - **An example:** Moving the River Nar in Norfolk towards Good Ecological Status through our partnership with Coca-Cola.
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Private Sector Engagement Mechanisms

- **Corporate Social Responsibility (CSR) mechanisms:** Short term funding of WFD Measures.
 - **Water Stewardship mechanisms:** Links the business to the health of the catchment.
 - Multi-stakeholder catchment partnership working.
 - Longer term funding of WFD Measures.
 - WFD advocate.
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WWF Water Stewardship



Source: WWF-International



WWF-UK & Coca-Cola Freshwater Partnership



WORKING
TOGETHER
TO CONSERVE
AND PROTECT
ENGLISH
RIVERS

Coca-Cola Great Britain

Coca-Cola Enterprises

Objective: to move English rivers towards 'good ecological status' as defined by WFD.

Catchments: River Cray and River Nar

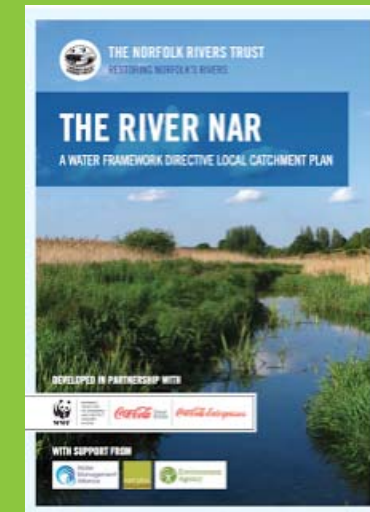
Progress to date:

1. Joint message on abstraction reform (Summer 2012).
2. Coca-Cola & WWF business roundtable (Spring 2013).
3. Catchment projects on the River Nar and River Cray.





Norfolk's River Nar

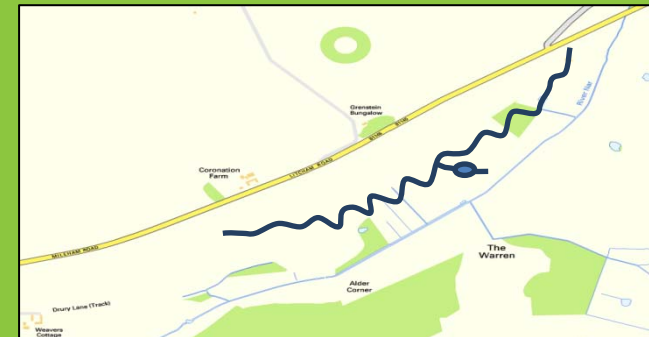


- Creation of Local WFD Catchment Plan that sets out issues, measures and costs, and demonstrates greater ambition than the 2009 RBMP.
- Our aim is for identified Measures to be included in 2015 RBMP.

<http://www.norfolkrivertrust.org/p/river-nar-local-catchment-plan.html>

WFD Measures: Morphology

- Poor morphology identified as a barrier to 'Good Ecological Status'.
- 1km river restoration to the River Nar headwaters
- Interest to Coca-Cola: reduces diffuse pollution and increases water security.





WFD Measures: Diffuse Pollution

- Diffuse agricultural pollution identified as a barrier to 'Good Ecological Status'.
 - Working with farmers to reduce agricultural impacts through win-win solutions.
 - Interest to Coca-Cola: reduces diffuse pollution and increases water security.
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Conclusions, barriers, next steps

Conclusion: Businesses are a potential WFD catchment stakeholder that could contribute to WFD delivery and influence wider WFD ambition.

Barriers:

1. Level of evidence needed for businesses to engage on this approach?
2. Is there a business case and what is it?
3. Innovative partnerships take time to build.
4. We should set our expectations.

Next steps:

1. Understanding scale-ability.
 2. Developing government frameworks to support business engagement.
 3. Your thoughts, questions, feedback and experiences please!
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