

Terms of Participation for Members of the “Freshwater Challenge (FWC) Business Supporter Program” (“Global Business Supporters”)

Introduction:

The Freshwater Challenge is the World’s largest Freshwater Ecosystem restoration and protection initiative. This voluntary, country-led initiative, has the goal to restore 300,000 kilometers of degraded rivers and 350 million hectares of degraded wetlands by 2030, while securing the protection of freshwater ecosystems important for biodiversity and ecosystem services.

Meeting these ambitious objectives of the Freshwater Challenge will require collective action. The private sector is encouraged to support the FWC through the FWC Business Supporter Program.

Participation in the FWC Business Supporter Program:

To be considered a member of the FWC Business Supporter Program ([link](#)) and thus be a “FWC Global Business Supporter” and listed on the website as such ([website](#)) it is expected the entity will:

- Accept and endorse the Goal, Purpose, Scope, and Operating Principles of the Freshwater Challenge as outlined [here](#)
- Set an ambition to contribute to the Freshwater Challenge goals of accelerating the restoration of 300,000 km of degraded rivers and 350 million hectares of degraded wetlands by 2030, as well as protection of freshwater ecosystems important for biodiversity and ecosystem services; and make a public annual disclosure of progress against this ambition
- Support and promote the Freshwater Challenge publicly and articulate the rationale for supporting it, to inspire others to act - for example, through industry roundtables, supplier engagement, or other (global) fora.
- Be open to contribute to developing the business case for freshwater ecosystem conservation and restoration, including through sharing best practices and contributing to business-related sustainability disclosure mechanisms.
- Consider adopting the broader FWC ACT-D framework
- Appoint a FWC Contact Point who will be available to provide inputs and validation as and where appropriate,
- Understand its logo and entity name (both as provided by the business) will be displayed on the FWC website, and may be used in other FWC communications
- Agree to abide by OECD Guidelines, national and international laws and conventions, and the Anti-Trust laws of EU and USA.
- Agree to practicing Free, Prior and Informed Consent and upholding gender equality
- Meet the screening criteria as outlined in the [program document](#)

Overall it is expected from Global Business Supporters that they will contribute to efforts that can help to progress and/or can be counted toward the FWC's goals.

Activities (e.g. those listed under the ACT-D framework in the [program document's Annex 1](#)) conducted or supported by Global Business Supporters can vary depending on their individual capacities and priorities, but activities to be conducted as part of their support under the FWC Business Supporter Program (and thus carry the support of the FWC Core Partners and Freshwater Challenge logo) must align in some way with the global and/or national Freshwater Ecosystem restoration and protection goals set by the FWC and/or FWC Member Countries respectively.

Being a Global Business Supporter to the FWC does not equate to being "a member of the FWC", as this is reserved for countries only (see further guidance on communication below). Similarly, participation in the Business Supporter Program does not imply any bilateral partnership with any of the FWC Member Countries or Core Partners (see further guidance on communication below).

Failure to comply with the above criteria could subject the business to exclusion from the Program. (See 'Removal of Membership')

Communication guidelines:

Do's:

- Amplify your support for the Freshwater Challenge through corporate (social) media channels and events
- Encourage others to join the business supporter program
- Highlight how your current/future (water stewardship) efforts will support the Freshwater Challenge('s goals)

Dont's:

- Any communications on the Freshwater Challenge should not - directly or indirectly - state and/or imply a partnership with any of the supporting organizations (WWF, UNEP, TNC, IUCN, CI, Wetlands International, UNCCD, Secretariat of the Convention of Wetlands) and/or Member Countries, unless such a partnership is in place.
 - This includes the use of any of the logos of these supporting organizations. Only the logo of the Freshwater Challenge can be used
- You cannot refer to your organization as a 'member of the Freshwater Challenge' (this is reserved for countries only), but only as a "Global Business Supporter" or "member of the Freshwater Challenge Business Supporter Program".
- You cannot state any direct contribution to the Freshwater Challenge goals (i.e. the hectares/kilometers) - global or nationally - without validation. If not validated, these statements should be phrased such as "Our effort in X country to restore Yy hectares of wetlands is in line with the objectives of the Freshwater Challenge"

High-resolution versions of the Freshwater Challenge logo can be downloaded here [Link]. Please inform the FWC Core Partners when you are using the logo and/or mentioning the Freshwater Challenge in your communications (e.g. an Annual/ESG report) so we can support and guide where appropriate.

The Freshwater Challenge has an official webpage (<https://www.freshwaterchallenge.org/>) which can be referred to in any corporate communications. The Freshwater Challenge currently does not have a presence on any social media, but the *#FreshwaterChallenge* is encouraged to be used where appropriate.

For any questions regarding communications on the Freshwater Challenge, please contact info@freshwaterchallenge.org

Removal of 'Business Supporter' Status:

If a Global Business Supporter is found to be in breach of these Terms of Participation, or found conducting themselves in a way that could compromise the goodwill or reputation of the FWC, its Members, and/or Core Partners, the business in question will be at risk of having its membership of the Business Supporter Program revoked. If a (potential) breach is noticed and/or the Core Partners are notified by a third party, they will reach out to the Global Business Supporter whom it concerns, and request a written response within 5 business days. Hereafter, the Core Partners will convene, together with relevant Member Countries (if applicable) and discuss whether a rectification of the breach - if indeed confirmed a breach - is possible, and what time (default: 30 days) should be given to the Global Business Supporter to execute and proof their rectification. The FWC Core Partners will at all times hold the unilateral right to terminate the membership of the Business Supporter Program of any of its members with immediate effect. The effect of revocation is the removal of the business from Freshwater Challenge communications and materials and the business must immediately cease use of the Freshwater Challenge logo and reference to itself as associated with the Freshwater Challenge.

Revisions to the Terms of Participation:

These Terms of Participation will be reviewed annually by the FWC Member Countries and Core Partners, in consultation with existing global business supporters, and updated as needed.