





Valuing water-related risks and opportunities for corporations

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# About Aither

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# ‘Valuing water’: A popular concept



WATER DATA



VALUING WATER



WATER GOVERNANCE

## 5 Principles for Valuing Water

*Recognize and Embrace Water's Multiple Values*

**1 Identify and take into account the multiple and diverse values of water to different groups and interests in all decisions affecting water.**

There are deep interconnections between human needs, social and economic well-being, spiritual beliefs, and the viability of ecosystems that need to be considered.

*Reconcile Values and Build Trust*

**2 Conduct all processes to reconcile values in ways that are equitable, transparent, and inclusive.**

Trade-offs will be inevitable, especially when water is scarce, and these call for sharing benefits amongst all those affected. Inaction may also have costs that involve steeper trade-offs. These processes need to be adaptive in the face of local and global changes.

*Protect the Sources*

**3 Value, manage, and protect all sources of water, including watersheds, rivers, aquifers, associated ecosystems, and used water flows**

**for current and future generations.**  
There is growing urgency to protect sources, control and prevent pollution, and address other pressures across multiple scales.

*Educate to Empower*

**4 Promote education and public awareness about the intrinsic value of water and its essential role in all aspects of life.**

This will enable broader participation, water-wise decisions and sustainable practices in areas such as spatial planning, development of infrastructure, city management, industrial development, farming, protection of ecosystems, and domestic use.

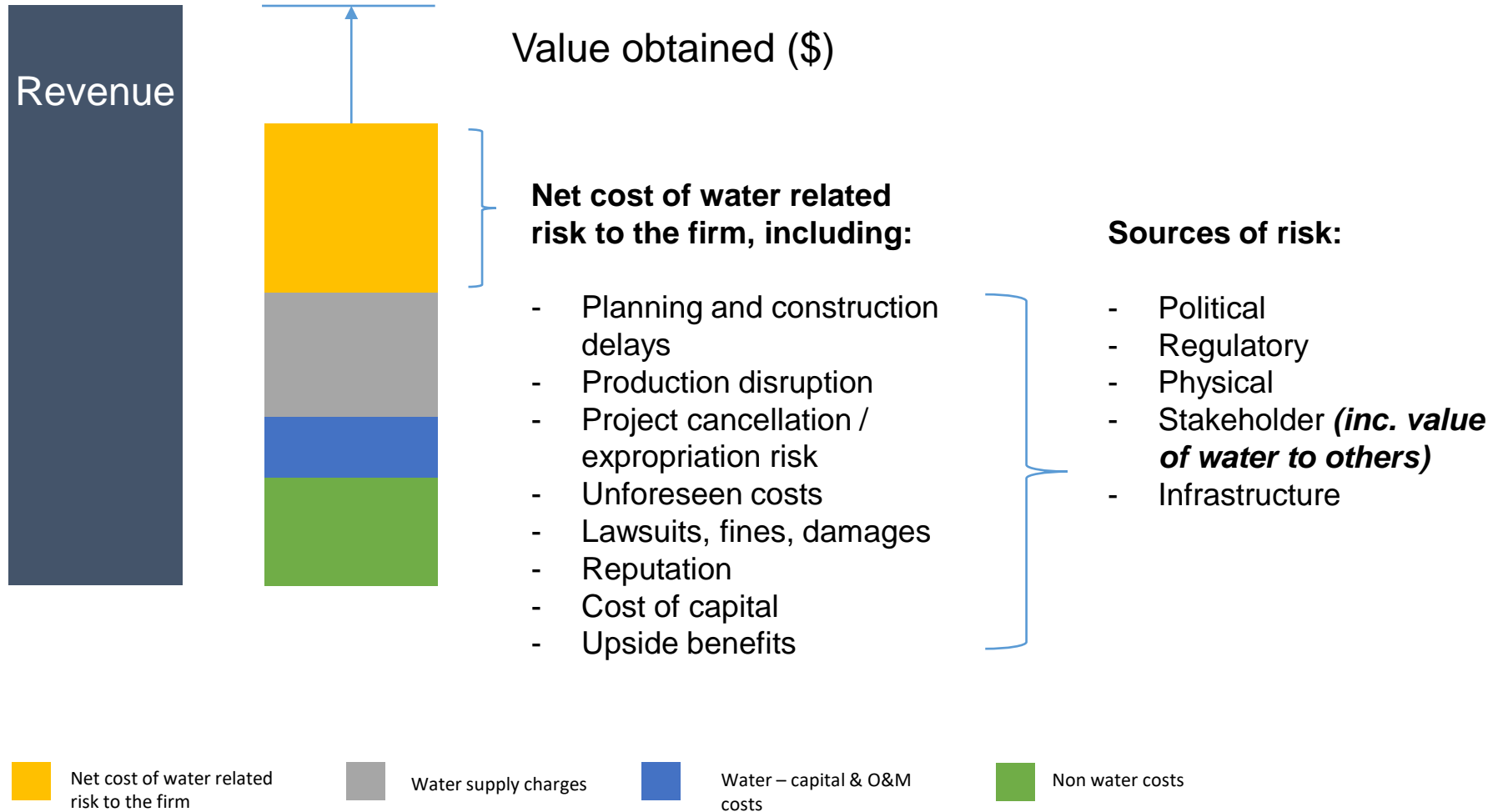
*Invest and Innovate*

**5 Ensure adequate investment in institutions, infrastructure, information, and innovation to realize the many different benefits derived from water and reduce risks.**

This requires concerted action and institutional coherence. It should harness new ideas, tools, and solutions while drawing on existing and indigenous knowledge and practices in ways that nurture the innovative leaders of tomorrow.



# Value ≠ cost ≠ price

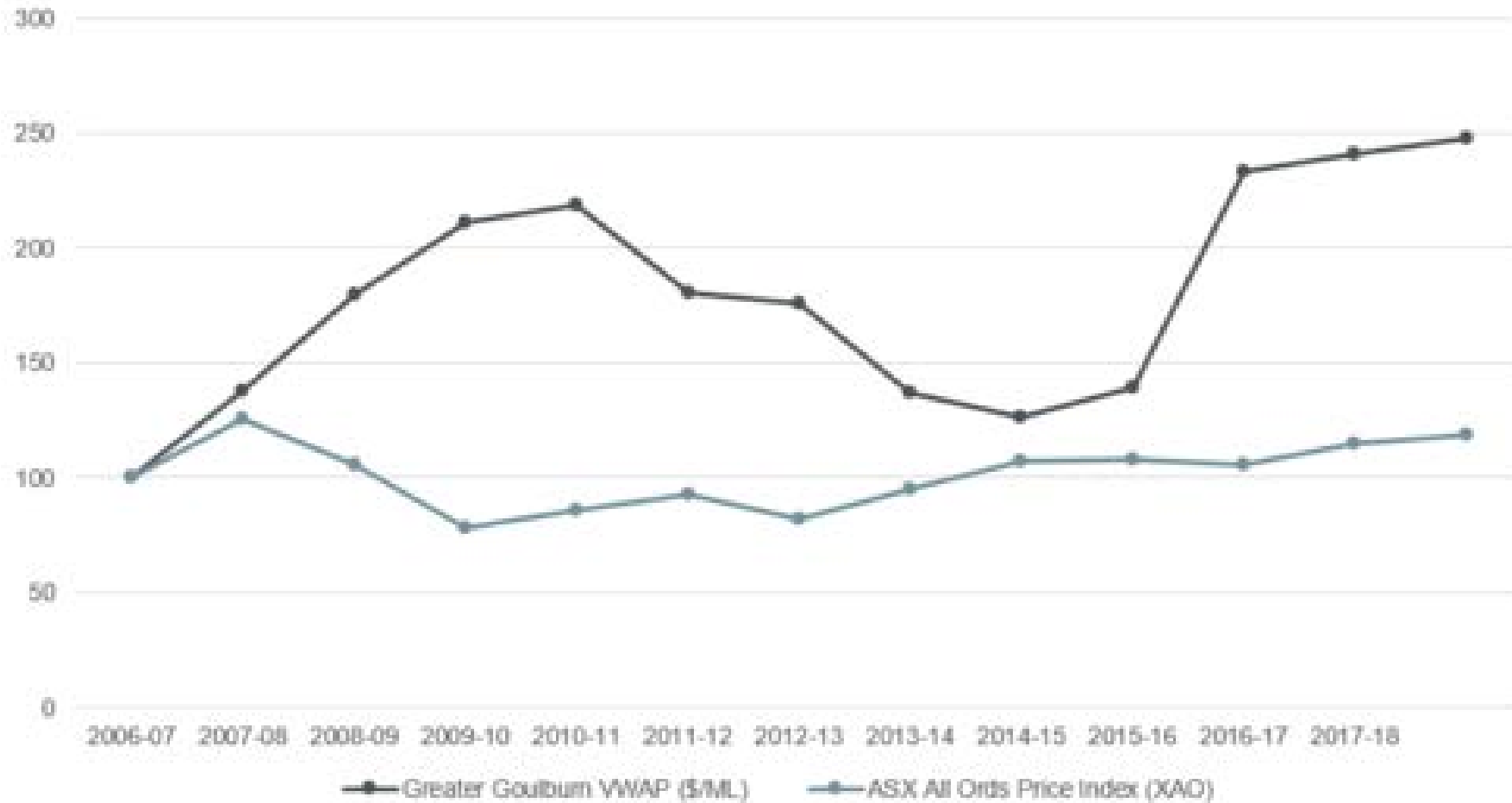


# Three characteristics of water that make valuation difficult

1. Water is dynamic
2. Water is hyper-local
3. Water is connected, shared and political

**Collective action is required**

# Turning risk into opportunity



# A I T H E R

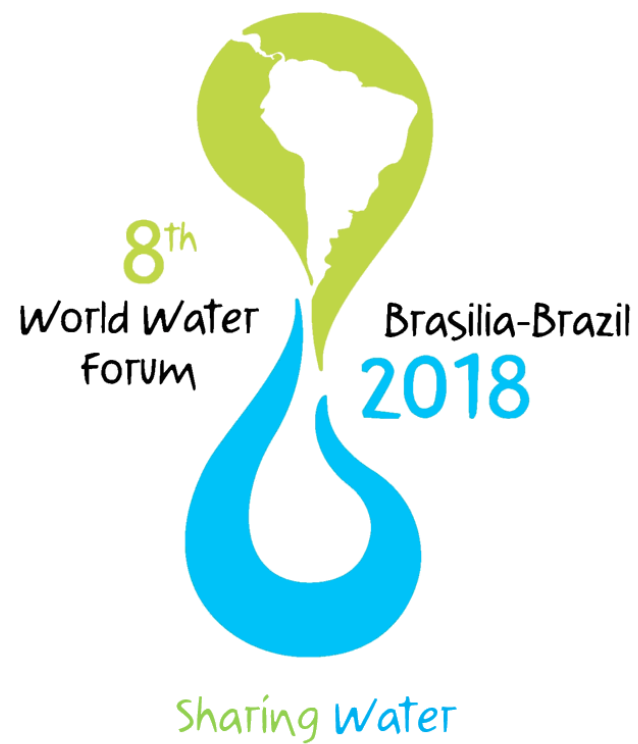
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