

CROSSGEN FOR RIVER RESILIENCE

PARTNER WITH THE INTERNATIONAL RIVERFOUNDATION AND GLOBAL WATER PARTNERSHIP IN THIS TRAILBLAZING PROGRAM.

Companies around the world operate in high water risk areas. The impacts of the water crisis on business are becoming increasingly clear, and unless urgent action is taken, companies will cease to continue operating. Microsoft, Facebook and Google have all pledged to replenish more water than they use in their direct operations by 2030. BP and Gap have also set ambitious targets. In a time of huge pressure on global water resources, exacerbated by the climate crisis, it is imperative that such pledges become adopted by all organisations.

CrossGen for River Resilience is providing a space for your organisation to be part of the solution to the water crisis. With more than 1.7 billion people living in river basins that are being depleted by overuse, and the UN predicting a 40% shortfall in freshwater resources by 2030, the time to act is now. Fulfil your Corporate Social Responsibility by joining us to address the vital concern of water security and tackle the cross-generational divide within organisations. We invite you to become a CrossGen for River Resilience trailblazer.

WHAT IS CROSSGEN FOR RIVER RESILIENCE?

The issue of water security cannot be solved by and in one generation alone. A solution to this issue requires insights, knowledge and lived experiences of all generations in the workplace. CrossGen for River Resilience not only acts to address the water crisis, but also builds necessary cross-generation collaboration skills to help private companies leverage and enrich the most age-diverse workforce in human history. Having the perspectives and minds from cross generations of water professionals will help enrich the thinking in developing solutions. Generations X, Y, Z and Boomers must all work together to be part of the solution. Explore the 5 components of this pioneer initiative below.

1

INDIVIDUAL AND TEAM BUILDING

Register and increase individual and team capacity. Establish a solid team and explore the team's potentials to bring positive changes on the ground.

2

BUILDING YOUR BUSINESS CASE

Discuss and build your team's case. Gain access to water experts and donors on how to build a strong case and access needed resources.

3

PRESENTING YOUR CASE TO KEY DECISION MAKERS

Be recognised and heard by key decision makers. Participate in a 1.5 hour workshop session at the 2022 International Riversymposium and present to renowned water leaders.

4

IMPLEMENT YOUR CASE

You now have all the resources to implement your on-the-ground project. Work alongside input from local communities who share this precious water resource. Closely monitor your project and gauge the challenges and successes of your work.




5

SHARE YOUR EXPERIENCE AND LEARN FROM OTHERS

Share with other teams the challenges and successes of your project. Engage with local communities about the impact of your project on your communal water source. What have you learnt that can be applied to future water initiatives?

PARTNERSHIP BENEFITS AT A GLANCE

Full benefits can be found on the following page

REPUTATION 	Your organisation will have its name on a program that not only works to solve a river-related problem, but champions an innovative approach to collaboration between different generations within the workplace. Be viewed as a leading company with increased attraction to future talented staff.
GLOBAL VISIBILITY 	By having the opportunity to present at the 2022 International Riversymposium, your organisation will be put on the global stage. Present to both virtual and in-person audiences from all over the world, including representatives from globally renowned organisations.
IMPROVED COMMUNICATION 	This initiative will help your team develop an improved framework for cross-generational collaboration and communication within your organisation. Strengthen staff's capabilities while achieving real impact on the ground.
ORGANISATIONAL FRAMEWORK 	The framework we co-create together can be rolled out across your business or organization, informing new possibilities and capabilities through the learnings of this initiative. Accelerate results and progress towards your commitment to the Sustainable Development Goals (SDGs).

BUSINESS CASE CRITERIA

