



WWF BASKET & RETAILERS'
COMMITMENT FOR NATURE

wrap



EXPLAINER: WWF'S RETAILERS' COMMITMENT FOR NATURE - WATER ROADMAP REVISED LEADERSHIP ACTION

The agricultural pillar of the WWF Basket includes an outcome aligned to the [Courtauld 2030 Water Roadmap](#), for 50% of fresh food to be from areas with sustainable water management, by 2030.

WWF is working directly with WRAP to support and encourage the entire food and drink sector to take action, as set out through the Courtauld 2030 Water Roadmap, to deliver on the commitment to source 50% of fresh food from areas with sustainable water management by 2030. Over 55 UK food & drink businesses have signed up to this Roadmap, including all major UK food retailers.

In May 2023, working with WWF and WRAP, signatories to WWF's Retailers' Commitment for Nature – Co-op, Lidl, M&S, Sainsbury's, Tesco and Waitrose – agreed to a revised set of leadership actions and associated funding contributions intended to drive progress towards the milestones set out in the Courtauld 2030 Water Roadmap, and to catalyse other organisations across the food and drink sector to also act, fund and support delivery of the Roadmap.

These actions were developed by WRAP and WWF, working with WWF's Retailers' Commitment for Nature signatories, and are intended to drive action to address systemic water risks across key sourcing areas.

REVISED LEADERSHIP ACTIONS

The revised retailer leadership actions build from the two existing retailer leadership actions set out in the Water Roadmap: advocacy, and support for collective action stewardship projects.

Revised Leadership Actions	1. Advocacy for good governance, policy change and implementation
	2. Identifying water risks and priorities for action, and reporting against targets
	3. Collective action projects in priority at-risk sourcing areas
	4. Consistent guidance and standards for supply chains





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WHY IS THIS REVISED LEADERSHIP ACTION NECESSARY

Agriculture is disproportionately reliant on and responsible for water withdrawals and water pollution, so a renewed level of leadership from six of the UK's retailers (making up over 60% of the UK grocery market share) sets a really important example for others to follow.

It's critical that UK food and drink businesses take urgent action to address systemic water risk in their operations and supply chains as soon as possible, to address climate-related risks; protect security of food supply; protect nature; help local communities and to aid the path towards Net Zero.

FIND OUT MORE

- [WWF's Retailers Commitment for Nature](#)
- [Courtauld Water Roadmap](#)
- [Water Roadmap 2023 progress report](#)
- [Water Roadmap: Collective Action Projects](#)

