

Figure 11: Advantages, Risks and Common Success Factors for Intersectorial partnerships

Advantages

- Access to financial resources.
- Access to (often local) knowledge and expertise.
- Creative, innovative solutions.
- Eco-marketing.
- Legitimacy.

Risks/challenges

- Blurring of tasks and responsibilities.
- Legitimacy loss.
- Cultural differences between parties.
- Insecure outcomes.

Common Success Factors

- Careful choice of subjects.
- Careful choice of goals.
- Careful choice of partners.
- Respectful, open way of working.
- Trust
- Facilitating factors, e.g. support from the media or politicians.

Source: Mariëtte M. van Huijstee et al., Environmental Sciences (2007)

Figure 7: Areas for Business Action on Adaptation **Action to leverage** Action to minimize risks opportunities Inside the fenceline • Redesign to minimize water use • Redesign for resilience • Emergency response preparedness Inside the fenceline • Supply chain balancing and Design of new products and services contingency planning Beyond the fenceline Beyond the fenceline Community Enter new markets emergency response for products and • Infrastructure services planning • Logistics contingency planning • Community health plans Watershed management Beyond the horizon Beyond the horizon • Support of global Enter new markets consumer markets in developed developed health programs for products and • Improved information services systems and developing countries Adapted from Dell, Jan. CH2M HILL. "Business Working on Water: Beyond the Fenceline" presentation at the 2007 World Water Week, Stockholm International Water Institute. 14 August 2007. Dell, Jan. CH2M HILL. "The Role for Business in Managing Water: The Undervalued Resource" presentation at The Conference Board's Business and Sustainability Conference, Washington, D.C. 30 May 2007. Source: WBCSD, Adaptation - An Issue Brief for Business (2008)



