



WAVE

*Driving collective action to create
catchments in balance*

June 2025



About us

WAVE is an organization dedicated to scaling a collective action approach to strengthen water and biodiversity management in agriculture – with a focus on agri-food supply chains. We do this by bringing together farmers, buyers, retailers, governments and NGOs to create **catchments in balance** - whereby water inflows, outflows and storage are sustainably managed to support healthy, biodiverse ecosystems and enhance local livelihoods.

The founding partners are leaders in driving multi-stakeholder and systemic initiatives to advance sustainable trade and improve water management in the agricultural sector.



Government of the Netherlands



Since 2023, we have activated the organization's first project in the Aconcagua valley in Chile. Building on these strong foundations, over the coming years, the partnership aims to scale its approach across other drought affected regions – including in South America and Africa.

Our focus area

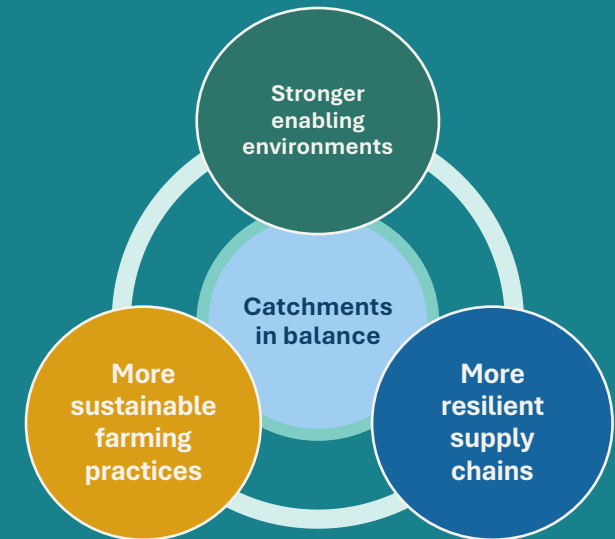
We are focusing on international agri-food chains – given the high demand for water and ongoing water challenges.

Our strategy

We take a **holistic catchment level approach**, bringing in solutions at the **farm**, **supply chain** and **enabling environment** levels to develop economically viable solutions, backed by shared responsibility, smarter incentives, and aligned investments across the supply chain.

Through WAVE, we

- collaborate with **farmers** to support the implementation of more sustainable practices,
- partner with **buyers** and retailers to drive the required market transformations that create more sustainable supply chains, and
- work with **governments and civil society actors** to create a stronger enabling environment that facilitates enhanced water management.



Implementation framework

To achieve our vision, the partnership works with various stakeholders on a longer term (4-year cycle) to embed solutions at farm, supply chain and enabling environment levels.



The problem we seek to address

Water and biodiversity risks are accelerating in virtually all origins for fresh fruits and vegetables – diverting production to other origins is not an option anymore.



Source: WWF water availability risk filter

Emerging water insecurity hotspots

South Africa

- Key exports at risk include: avocado, citrus fruits, tomatoes, strawberries threatened by water security issues.

Mexico

- Key exports at risk include: asparagus, limes and lemons, avocados, cucumbers, onions and green chillies.

Morocco

- Key exports at risk include: deciduous fruits (apples, pears, peaches), citrus fruits, grapes.



The supply chain and financial risks of inaction are significant

Supply chain risks

Product availability

- Reduced yields – supply shortages
- Crop abandonment
- Lack of year-round supply

Pricing

- Increased prices due to limited supply
- Increased market volatility
- Increased input costs (i.e. for irrigation)

Quality

- Stressed crops – reduced quality
- Contamination risks (e.g. dusts from dry conditions introducing pathogens)
- Post-harvest losses

Globally, 70% of freshwater is used for agriculture

[World Bank](#)

USD \$301 billion

In business value is at risk unless companies improve and innovate around water use, while the cost of response estimated at US \$55 billion.”

[CDP, 2021](#)

Current situation

Many companies have complex supply chains – and source agri-commodities from regions with current or future water security risks. Many lack a coordinated approach to addressing these risks.

EXAMPLE: Multi-national Company X



Projects **focus only on technical solutions** on the ground and rarely considers market dynamics or the enabling environment.



Lack of market incentives for producers to take **action** without a critical mass of supply chain actors involved.



Limited focus on **multi-stakeholder governance** needed to sustain initiatives in the longer term.



Data **gaps and decision-making blind spots** due to limited visibility across enough producers, thus not tackling catchment-wide issues.



WAVE's solution: Water challenges cannot be addressed without solutions at three interconnected levels: farm, supply and the enabling environment



We take a **holistic catchment level approach**, bringing in solutions at the **farm**, **supply chain** and **enabling environment**. This multi-faceted approach increases the likelihood of sustaining efforts in the long-term.



We develop **market-based solutions** to build a more conducive environment along the supply chain to invest in sustainability and water management, and devise **incentive mechanisms** to overcome concerns about sharing water footprint data and to ultimately drive adoption of improved practices amongst producers.



We establish a **critical mass** of producers *and* downstream actors and implement **strong governance** to ensure, as a coalition, that we get a more comprehensive understanding of the water usage and work more efficiently on effective solutions.



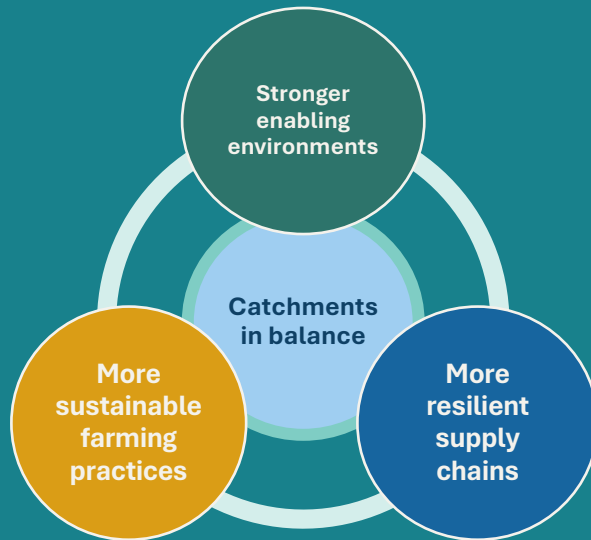
We engage with the public sector and civil society actors to improve the **enabling environment** and collaborate with other initiatives to **pool resources**, improve collaboration, and drive resource efficiencies.

WAVE's standardized approach is scalable to multiple regions and supply chains

1. Apply overarching strategy

Note: This is our overarching Strategy – but a custom-made strategy with tailored elements is developed for each specific Partnership Project.

- Build multi-stakeholder governance systems
- Drive advocacy and knowledge building efforts



- Understand current state and future projections
- Accelerate adoption of sustainable practices

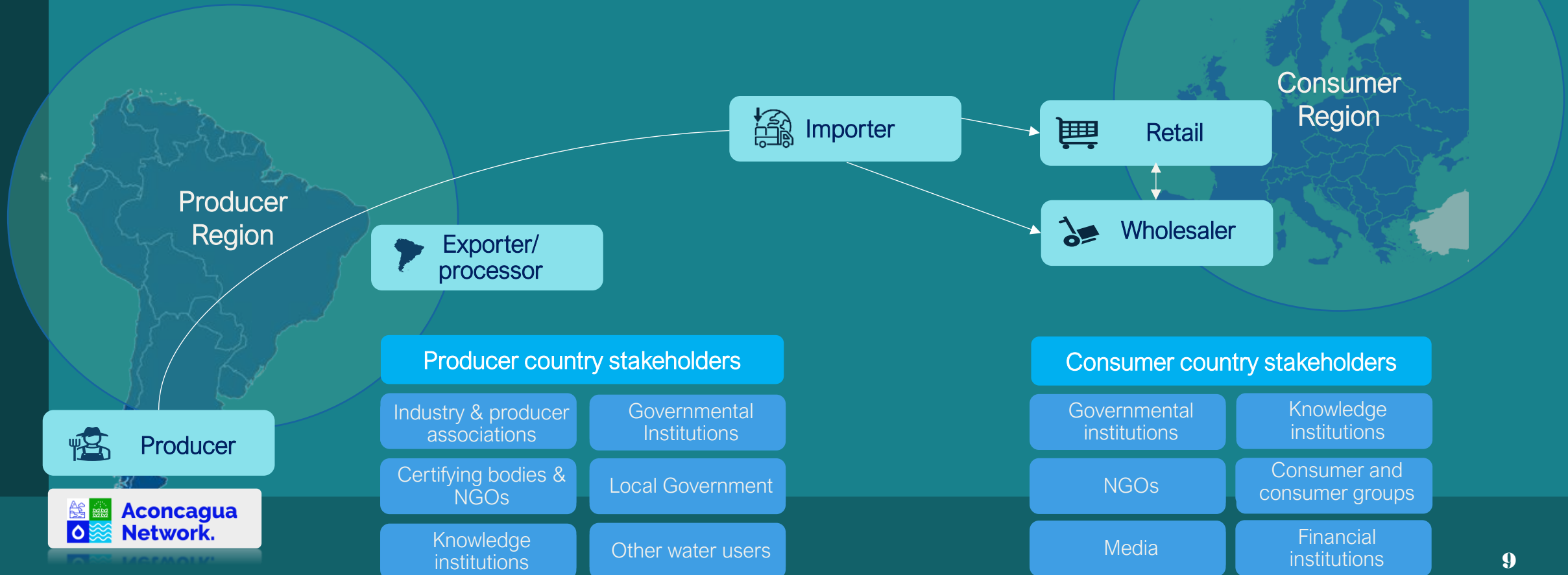
- Undertake risk assessment
- Drive consistent sourcing practices
- Enhance due diligence

2. Apply Implementation Framework

	Scope	Strategize	Implement	Evaluate & Restrategize
1	Define the problem, and intended vision	1 Co-develop solutions	1 Develop a detailed workplan	1 Evaluate outcomes and outputs
2	Conduct research (current state)	2 Determine strategy	2 Governance structure	2 Convene and reorient
3	Engage with stakeholders	3 Determine services and value proposition	3 Build financial plan and revenue structure	3 Reorient on strategy for catchment
4	Fact base, potential solutions, project viability	4 Create global-local multi-stakeholder partnership	4 Monitoring & evaluation	4 Implement new 4-year cycle

WAVE's first project – The Aconcagua Partnership

The partnership is linking avocado farmers in the Aconcagua Valley in Chile with various stakeholders along the supply chain to Europe to solve water challenges.



Delivering a range of benefits to all stakeholder groups



Unified platform

Access to network of all relevant stakeholders in supply chain

Strengthened collaboration amongst all actors



Driving resource efficiency

Better use of financial and human resources

Less duplication



Fostering supply chain resilience

Consistent, long term product availability

Greater supply chain transparency



Strengthening alignment with climate policy

Strong alignment with SDGs, SBTi/N, other frameworks

Alignment with key standards – e.g. AWS.



Enhancing due diligence & reporting alignment

Enhanced ability to meet regulations (e.g. CSRD)

Improved accountability

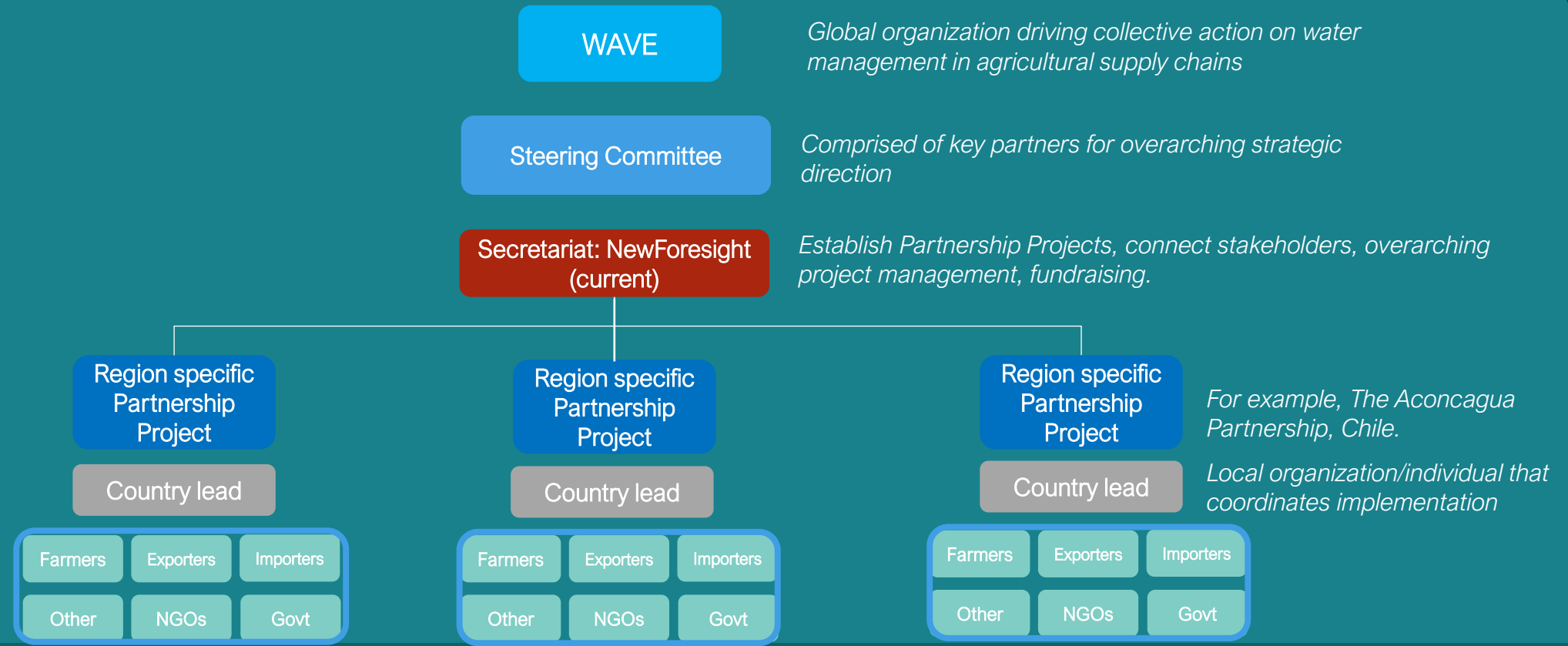
WAVE has started in Chile, and plans to scale the approach across other key origins



Region*	2020-2024	2025	2026	2027	2028	2029	2030
Chile - Aconcagua		Scope	Strategize	Implement	Evaluate & Restrategize		
Peru – Ica		Scope	Strategize	Implement	Evaluate & Restrategize		
South Africa			Scope	Strategize	Implement	E & R	
Morocco			Scope	Strategize	Implement	E & R	
Mexico – Michoacán			Scope	Strategize	Implement	E & R	
Tunisia				Scope	Strategize	Implement	
Egypt				Scope	Strategize	Implement	
Turkey				Scope	Strategize	Implement	
Brazil					Scope	Strategize	
Israel					Scope	Strategize	
Italy					Scope	Strategize	
Dominican Republic						Scope	Strategize

Our organizational model

A global steering committee and secretariat will help to drive efficiencies, while region specific governance structures will ensure on the ground implementation meets the local context and needs.



Contact us

To follow up on this deck, or for broader questions, please address communication to the Project Management Office:



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