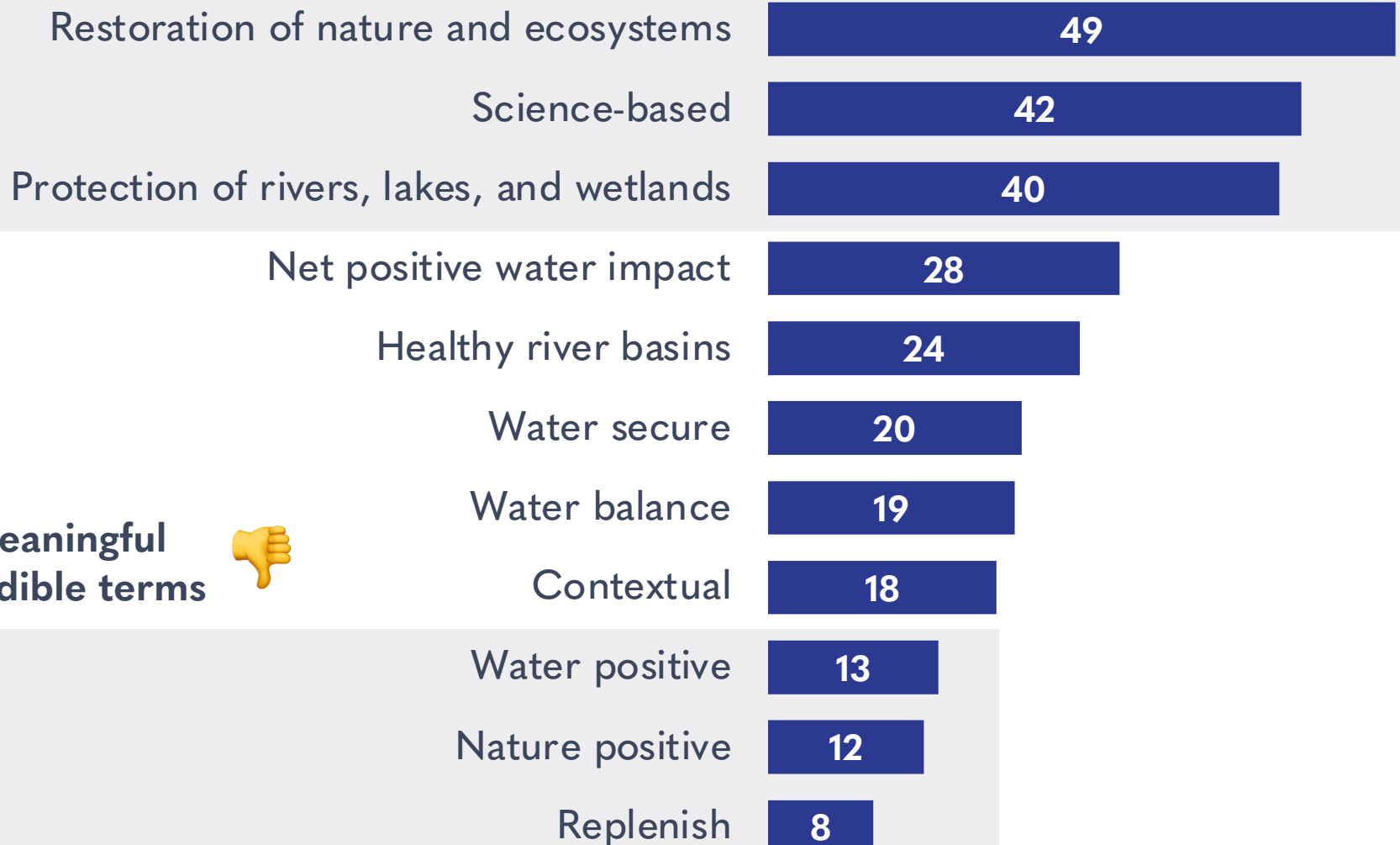


Words That Work: The Most Credible and Meaningful Terms for Corporate Water Goals

Most meaningful and credible terms



Least meaningful and credible terms



Meaningfulness and Credibility of Terms and Concepts to Describe Companies' Water Stewardship Targets, All Experts, Up to Three Mentions, 2024

Source: GlobeScan & WWF *Shaping the Future Water Agenda* (Survey of 352 water and sustainability experts across 63 countries and territories in November – December 2024)