

BUSINESS OF WATER SUMMIT 2013

AMERICA'S COMPANIES ARE LEADING THE WAY ON WATER SUSTAINABILITY AND INNOVATION

Evidence from the Colorado River Basin

THE COLORADO RIVER WAS RECENTLY
NAMED THE #1 MOST ENDANGERED
RIVER IN AMERICA.

Yet the river is the lifeblood of the Southwest, allowing a diversity of industries to locate in the West, irrigating nearly 5.7 million acres of agricultural land, and supplying drinking water to 36 million Americans.

DEMAND FOR WATER FROM THE RIVER CURRENTLY EXCEEDS SUPPLY

Businesses that have active operations in the Colorado River basin have a vital stake in solutions to best manage the river's widening supply and demand gap.

The most cost effective and easily implementable way to ensure our businesses and communities have enough water to thrive is to improve urban and agricultural water conservation. America's businesses are doing just that, and we need policy makers to be thoughtful partners in this work.

U.S. COMPANIES BENEFIT FROM TAKING ACTION ON WATER BY:

- ▶ Cutting costs and reducing waste
- ▶ Reducing risks in operations
- ▶ Driving revenues by developing breakthrough products that are more water efficient
- ▶ Enhancing brand value by building a positive corporate reputation

PHOTOGRAPHY (top): Kerrick James

In recent years, some of the world's most powerful brands have doubled down on their efforts to use water and other resources more sustainably because it makes good business sense.



“Headquartered in Nevada, we are clear that water is in increasingly short supply and we are doing everything we can to reduce water consumption through operating improvements, workforce education, community and business partnerships, and ongoing progress monitoring.”

Cindy Ortega, Senior VP/Chief Sustainability Officer,
MGM Resorts International



AT&T found that its building operators can realize substantial water savings in cooling towers — up to 40 percent — in ways that provide a competitive return on investment. In one plant, a \$4,000 investment resulted in \$40,000 in savings, making these kinds of projects compelling to C-suite executives. The company has set a goal and developed a plan to achieve 150 million gallons of annualized water savings by the end of 2015.

CALL TO ACTION FROM THE BUSINESS COMMUNITY

Our members call for federal and state policy makers to balance the needs of cities, industry and agriculture, while protecting the river system and the quality of life it supports. We need an actionable plan to achieve at least 3 million acre feet of water savings via urban and agricultural conservation identified as achievable in the Bureau of Reclamation's 2012 Colorado River basin study. Specifically, we promote these common sense solutions:

IMPROVE AGRICULTURAL EFFICIENCY:

Support cost-effective investments in water technology and delivery like piped sprinkler and drip irrigation to our farms and ranches.

IMPROVE URBAN CONSERVATION:

Continue effective programs like the Bureau of Reclamation's WaterSMART and Title XVI Water Reclamation and Reuse programs that drive water conservation and American jobs through adopting innovation and technology.

ESTABLISH WATER BANKS:

Water banks use markets to facilitate temporary or permanent transfer of water rights among water users and can benefit the Colorado River because they reduce the need for new water diversions, and banked water can be used for the environmental health of the river.



Under the leadership of the Bonneville Environmental Foundation (BEF), the BWS platform formed in the spring of 2016 to leverage the collective strength of BEF's Water Restoration Program, the Change the Course campaign, and the work of the Protect the Flows and Business of Water networks. Previous to 2016 Protect the Flows held the Business of Water Summit and grew into a coalition of over 1,100 businesses that seeks to maintain a healthy and flowing Colorado River system, has engaged with senior business leaders ranging from Fortune 500 firms to main street enterprises throughout the seven Colorado River Basin states to proactively address water sustainability challenges. For more information visit www.businessforwater.org.

PHOTOGRAPHY (clockwise from top): Jay Canode, Jay Canode, Charlie Dresen - Steamboat Springs Real Estate, Kerrick James, Jonathan Waterman



U.S. Senator Mark Udall and business leaders from major brands participated in Protect the Flows "Business of Water" summit in Denver in 2013.



With the installation of canal gates and accurate flow meters with remote monitoring and control systems, the lining of earthen canals, and the elimination of spills from the agricultural region in the Murray Darling Watershed in Australia, Rubicon Water was able to increase the irrigation system's efficiency from 65% to 85% and save the Murray Darling Basin from the brink of drought-driven disaster.



There is clear energy and momentum building for corporations to manage water resources carefully here in the U.S. and on a global scale. We encourage corporations, federal and state governments, local municipalities and the public to work together to maintain the Colorado River and other waterways.

Liese Dallbauman, Director of Water Stewardship, PepsiCo



Between 2008-2012, Life Technologies, a 10,000 employee Life Sciences company based in water stressed San Diego County, reduced its water usage by a staggering 50%. Despite annual water rate increases of over 10%, the company saved about \$800,000 on water usage during that time period.

