

# BUSINESS OF WATER SUMMIT 2014

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

Evidence from the Business of Water Summit 2.0

### THE COLORADO RIVER IS THE LIFEBLOOD OF THE SOUTHWEST.

The river allows a diversity of industries to locate in the west, irrigating nearly 5.7 million acres of agricultural land, and supplying drinking water to over 36 million Americans.

Despite its significant contribution to America's economy and communities, the Colorado River was recently named the #1 most endangered river in America.

### DEMAND FOR WATER FROM THE RIVER CURRENTLY EXCEEDS SUPPLY, AND THE RIVER'S RESERVOIRS ARE AT HISTORIC LOWS.

In light of the severe and prolonged drought in the U.S. southwest, businesses that have active operations in the Colorado River basin have a vital stake in solutions to best manage the river's widening gap between supply and demand.

The most cost effective and easily implementable way to ensure that our businesses and communities have enough water to thrive is to improve urban and agricultural water conservation. American businesses are doing just that, and we are asking policy makers to be partners with us 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



To achieve its goal of "water neutrality" Coca Cola takes a holistic view of its efforts. The company has reduced its water usage in its North American business by 6 billion gallons since 2005, and by 8% globally since 2010. Coca Cola also treats and reuses wastewater to clean and cool its plants, engages its employees to restore watersheds in California, and invests in improving agricultural irrigation and infrastructure in Arizona.



**CAESARS**  
ENTERTAINMENT.

“ We take water conservation seriously by educating employees, deploying technologies, implementing operating strategies and allowing guests to make smart water choices during their visits. Since 2008 we have reduced our water consumption company-wide by 18% on a per-square-foot basis resulting in approximately \$1.8 million in annual savings.”

Eric Dominguez, Corporate Director of Facilities, Engineering & Sustainable Operations



“ Water is connected to over one third of Arizona's Gross State Product. That means the Colorado River supports \$1 trillion of economic activity in the state, not including recreational activity.”

Glenn Hamer, CEO,  
Arizona Chamber of Commerce and Industry

# 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 URBAN CONSERVATION

Establish aggressive but achievable water conservation goals and benchmarks that will spur American jobs by spreading innovation and spawning new technology. Continue effective programs like the Bureau of Reclamation's WaterSMART and Title XVI Water Reclamation and Reuse programs that drive water conservation.

## ENHANCE WATER REUSE AND RECYCLING

Remove regulatory barriers and obstacles to increased water re-use and recycling, and provide consistent standards and permitting processes for re-use projects.

## IMPROVE AGRICULTURAL EFFICIENCY

Support cost-effective investments in water technology and delivery such as piped sprinkler and drip irrigation to our farms and ranches. Ensure that agricultural efficiency projects result in healthier flows for rivers.



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](http://www.businessforwater.org).

PHOTOGRAPHY (clockwise from top): Jay Canode, Steve Marcus - Las Vegas Sun, Steve Marcus - Las Vegas Sun, Arizona Raft Adventures, iStockPhoto.com, Civano Neighbors/Tucson AZ



U.S. Senate Majority Leader Harry Reid and business leaders from major brands participated in Protect the Flows "Business of Water 2.0" summit in Las Vegas in 2014.



*Industrial use is a large part of freshwater consumption. GE Water & Process Technologies' solutions are used by businesses around the U.S. southwest to conserve, clean, recycle and reuse water, saving millions of gallons of water daily. GE's technology products are designed to be as energy efficient as possible, addressing the critical water-energy nexus. Through its Ecolmagination program, GE has reduced water usage at its own facilities by a remarkable 45% since 2006.*



*KB HOME focuses on building affordable new homes, including total cost of ownership. To reduce their customers' water costs over the life of their homes, the company installs WaterSense fixtures and appliances in all its homes, saving homeowners up to 30,000 gallons of water annually compared to older homes. KB Home has also built the first "net zero energy and water" home which re-uses gray water from the home to irrigate the yard. The home is 30% more water efficient than other homes on the market.*

