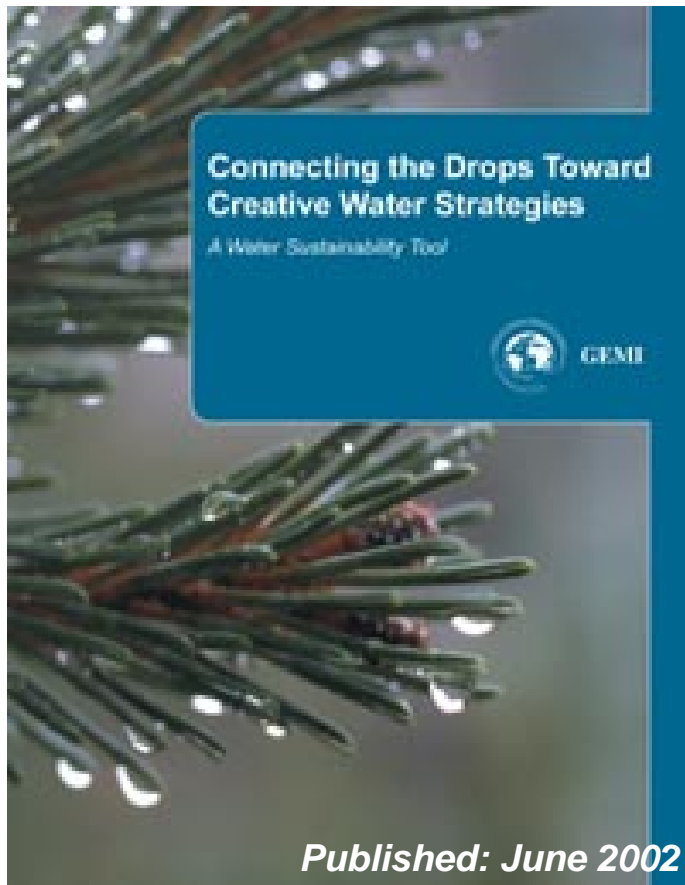


The Global Environmental Management Initiative (GEMI)

Connecting the Drops Toward Creative Water Strategies -- A Water Sustainability Tool



<http://www.gemi.org/water>



GEMI Water Sustainability Work Group

Background Information:

- 2000: GEMI members identified growing importance of water issues; formed Work Group
- 2001: Conducted industry benchmarking survey – access to freshwater supplies identified as an increasing area of vulnerability
- 2001: Began development of a Water Sustainability Tool for business
- June 2002: Published *GEMI Water Sustainability Tool* and companion web site

Business Case for Pursuing Sustainable Solutions to Water Management

- Total water costs are increasing in unexpected ways.
- Business disruption risks are growing. Current water “allocations” are not assured into the future.
- Customer expectations related to water use and impacts are evolving.
- Businesses’ “license to operate” and ability to expand are increasingly tied to water-related performance.

Water as a Sustainability Challenge

- Water is a shared resource
- Business, communities, and ecosystems all depend on clean freshwater
- Increasing vulnerability of local water supplies' ability to meet competing demands
- Window of opportunity exists for business to “get out in front” of this issue.

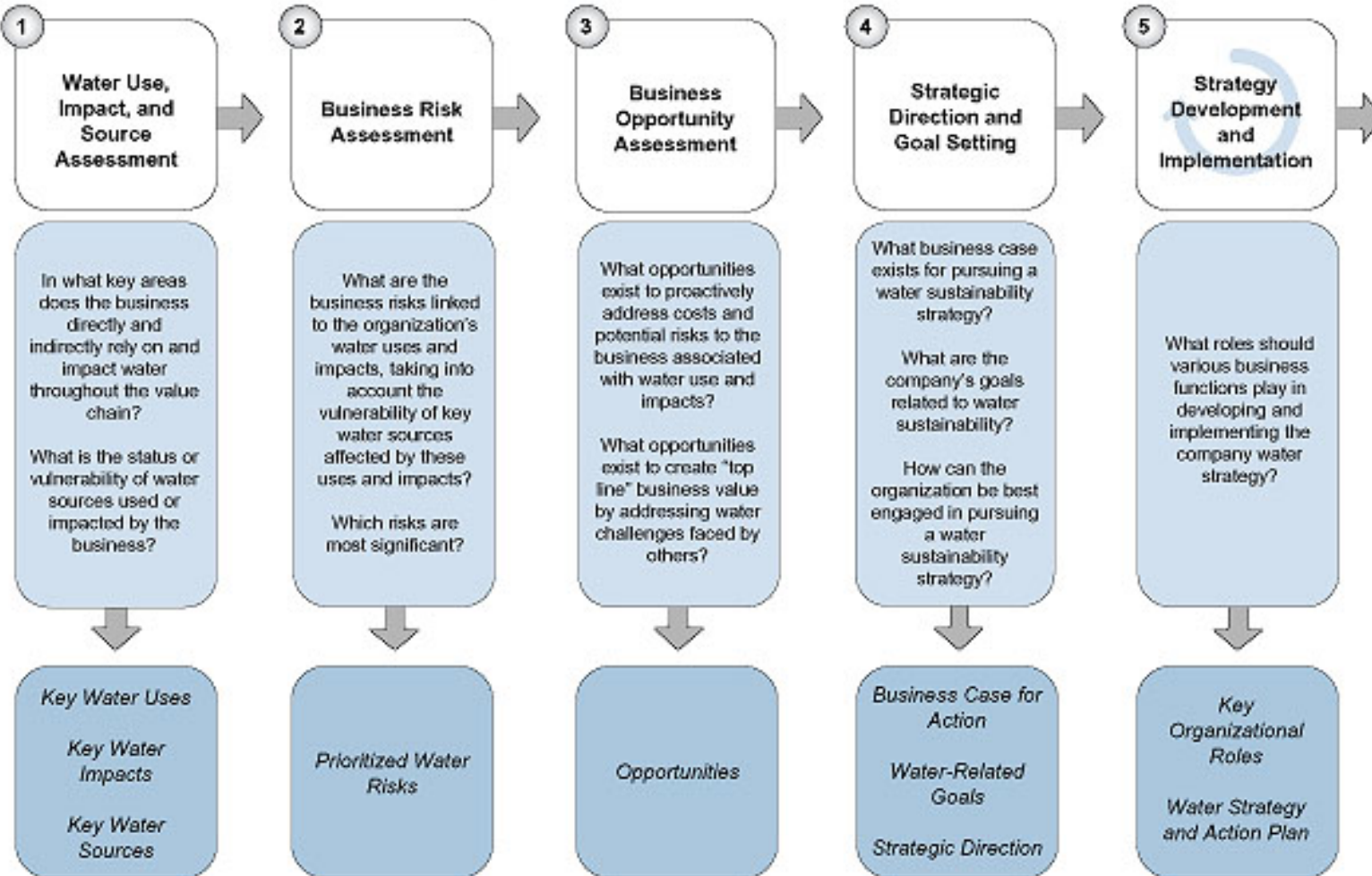
Water Sustainability Concepts

- Reduce overall use of water and improve water efficiency
- Match water quality with appropriate use
- Minimize adverse impacts on water quality or improve the quality of available water
- Solve water quality challenges through prevention rather than treatment.

Water Sustainability Concepts (cont'd)

- Engage local stakeholders in dialogue about water management challenges using a meaningful participation process
- Consider local human and ecosystem water needs in business decision-making
- Raise awareness about water sustainability and the importance of effective stewardship.

GEMI Water Sustainability Tool



GEMI Water Sustainability Tool

Module 1: Water Use, Impact, & Source Assessment

Module 2: Business Risk Assessment

Module 3: Business Opportunity Assessment

Module 4: Strategic Direction & Goal Setting

Module 5: Strategy Development & Implementation

Supplemental web site: www.gemi.org/water

Case Studies Provided by the Following GEMI Companies

- Abbott Laboratories
- Anheuser-Busch Inc.
- Bristol-Myers Squibb Company
- The Coca-Cola Company
- ConAgra Foods
- DuPont
- Eastman Kodak Company
- Georgia-Pacific Corporation
- Intel Corporation
- Johnson Controls, Inc.
- Novartis Corporation
- Olin Corporation
- Procter & Gamble Company
- Southern Company
- Texas Instruments

Key Lessons from the Case Studies

- Failure to strategically address water challenges can result in significant constraints and costs.
- Water risks and opportunities are present throughout the value chain.
- Numerous cost-effective opportunities exist to reduce water use, impacts, and risks.
- Companies are enhancing revenues and creating shareholder value by addressing water sustainability challenges.
- Cross-functional business teams can be highly effective in developing and implementing successful business water strategies.

How to Contact GEMI

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