Ecolab Smart Water Tools for Business Decision Making

WHO

Project Lead: Ecolab
Collaborators: CEO Water Mandate, Pacific Institute, Alliance for Water Stewardship, World Resources Institute, The Nature Conservancy, Trucost, Microsoft.

WHAT

In addition to its role as the global leader in water, hygiene and energy technologies, Ecolab has developed tools to help businesses drive water stewardship performance in their own operations. Ecolab's Smart Water Navigator and Water Risk Monetizer enable companies to map out a plan to become "water-smart." The Smart Water Navigator allows companies to sort individual facilities by water-stress level and water management performance, helping companies prioritize sites for investment in water-saving solutions. Using a benchmarking function, companies can compare their facilities to industry peers on a Water Maturity Curve and access industry- and location-specific guidance on leading water practices. The Water Risk Monetizer incorporates financial modeling that helps businesses understand the impact of water quantity and quality on their operations and factor water risks into their decision making.

WHY

It has become increasingly crucial for businesses to rethink the way water is valued and to take action. Although companies are increasingly setting ambitious water reduction goals and publicly disclosing their water related information, water withdrawal is continuing to increase globally, and water related risks are become more prominent. A survey conducted by Ecolab and GreenBiz identified that although 75% of reporting companies set water reduction targets, 82% lacked the tools to achieve them. Ecolab's tools and solutins to help businesses take action to achieve their water reduction goals.

ECOLAB WATER RISK MONETIZER
POWERED BY MICROSOFT AND TRUCOST

Using the Water Risk Monetizer, businesses can understand the full value of water to their operations and incorporate risk-adjusted water costs into facility budgets, financial projections, business scenarios, project proposals, and other business decisions.

ECOLAB SMART WATER NAVIGATOR

Using the Smart Water Navigator, businesses can take an assessment, informed by leading water stewardship experts, to see how their facilities are performing compared to industry-leading water management practices on a Water Maturity Curve.

For more information visit: https://www.ecolab.com/sustainability/

CHALLENGES

- **Economic barrier:** The value of water is difficult to quantify as different sectors conceptualize and describe its value differently (e.g. private sector vs. public sector vs local communities).
- **Social barrier:** Changing mindsets and increasing accountability around water management across an organization is key to driving water saving behavior, and changing norms and behaviors can be challenging.
- **Governance barrier**: Water is a shared resource but is often managed in silos. Breaking the silos and driving water stewardship beyond the fence line requires coordination and agreement across multiple stakeholders.

SUCCESSES

- In 2018, Ecolab helped its customers worldwide to conserve more than 188 billion gallons of water, equivalent to the annual drinking water needs of 650 million people.
- Ecolab has been a leader in the corporate water stewardship space for over a decade, including being a founding member of the Alliance for Water Stewardship (AWS). Through leadership and collaboration, they have established themselves as a leading voice on the relationship between industry and water.

KEY INSIGHTS

- Ecolab's expertise in water technology and solutions highlighted an opportunity to help businesses rethink the way they use and manage water, incorporating into business strategy.
- Climate change connects to the world's water challenges. Businesses need to take action to develop strategic water management practices.

SCALING & REPLICATING

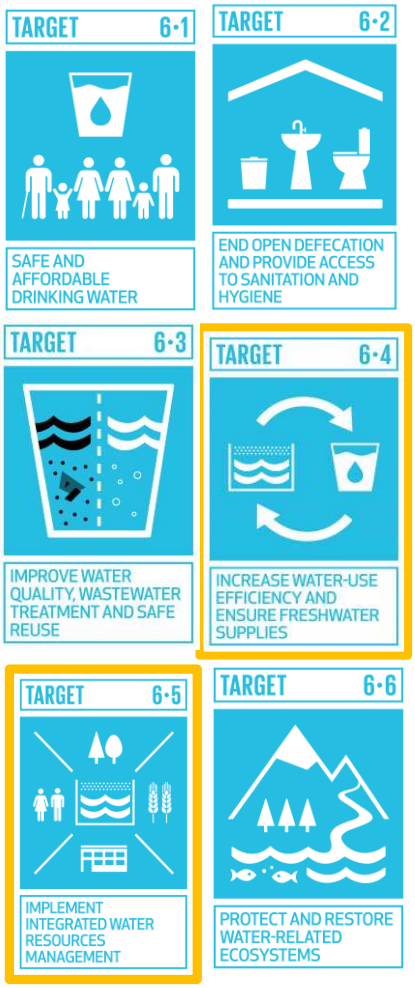
Ecolab scales the adoption of its water tools by incorporating more water-related variables into the tools and keeping the tools constantly up-to-date, to ensure their applicability for a broad array of users. Ecolab sees an opportunity to replicate successful water practices by bridging public and private sectors and addressing water challenges in the context of climate-related risks.

TAGS

Stewardship Strategies

- **Water Management in Direct Operations**
- Value Chain Engagement
- Collaboration at Watershed Scale
- Nexus Approaches

SDG 6 Targets



PACIFIC INSTITUTE

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