

WHAT WE DO



ENGAGE. EDUCATE. EMBED.

Mission
Enhance the performance of industry through applied research, education, and technical assistance.

Values
Our behaviors define our success.
Our values embody how we behave.
This is how we interact with each other and with our clients.
This is what we base our decisions on.

CIRAS Staff Values
We deliver research-based educational programs.
We perform at the speed of the customer.
We have uncompromising integrity.
We are future focused.
We are CIRAS.
We care.

Design a Risk Management Strategy That Holds Water

July 15, 2020 Agenda

- Overview of Water Stewardship (AWS)
- Risks and Opportunities
- Getting Beyond Random Acts
- Gather and Understand
- Hear from the Implementers
- Wading In: Next Steps & Finding Resources

Speakers: WMEP Manufacturing Solutions

Greg Gasper
C: 608.213.2865
E: gasper@wmeop.org

Mark McDermid
C: 608-512-3378
E: mcdermid@wmeop.org

Brenda Martin
C: 515-570-5282
E: bkmartin@iastate.edu
W: www.ciras.iastate.edu



IOWA WATER STEWARDSHIP TRAINING

WADING IN: Next Steps and Finding Resources

WATER REFERENCES

Key Ideas, Tools, Risks, Business Case, Water Management, Regional Watersheds

WEBINAR RECORDING:

<https://attendee.gotowebinar.com/recording/6312918986916945667>

Water Reference Sheet

Key Ideas

Water strategy transcends company boundaries addressing quantity, quality, shared challenges and governance that influence your business and that your business influences.

There are 4 categories of business risks and opportunities that need to be understood – reputational, regulatory, financial and physical

Assessing those risks and opportunities to determine what is material means examining 8 aspects of your company:

1. For water stewardship purposes we know the origin of our source water and the ultimate destination of our discharges include issues in the watershed that affect us and how we affect the watershed.
2. Water data (quality, quantity, important water assets, costs, revenues and value creation) for our company are known, understood and managed.
3. We know and understand data for our watershed including quality, quantity, important issues, initiatives and programs as well as our role in decision-making.
4. Understand and prioritize current and future shared challenges.
5. Assess and prioritize site water risks and opportunities.
6. Know and pursue water-related best practices.
7. We understand relevant stakeholders (customers, community, neighbors, etc.) and their water-related challenges.
8. We know and understand our indirect water use embedded in the materials we use and the water risk associated with those supplies.

Tools (templates, worksheets, diagrams, etc.):

- Ecolab product that aids in the calculation of risk adjusted returns on investment for projects and the risk premium for a company to consider overall true water costs - [Water Risk Monetizer](#)
- A downloaded spreadsheet that considers a broad range of variables to provide you with feedback in the form of scores and analysis of your water information. Assists in an understanding of the level and type of risks and opportunities for your company. - [EDF-GEMI WaterMAPP –](#)
- Environmental Protection Agency program for both analysis of performance and recognition of products and companies. [WaterSense](#)
- Five module process for a business to calculate environmental footprint and a framework for organizing projects to improve water performance and manage water metrics. [GEMI Collecting the Drops: A Water Sustainability Planner](#)
- GEMI's Water Sustainability Work Group developed this tool to help a company better understand and guide the organization's relationship to water. [GEMI Connecting the Drops Toward Creative Water Strategies](#)
- Companies and other organizations who wish to evaluate water-related external impacts, business risks and sufficiency of management plans at specific sites. [GEMI Local Water Tool \(LWT\)](#)
- World Resources Institute tool for visual and analytical assessment of current and future water risk customizable based on the factors assessed and the assumptions used. Locational capabilities allow an assessment of customers, competitors and suppliers risk in relation to the company. [Aqueduct: Measuring and mapping water risk](#)
- An online tool designed to Explore, Assess, Respond & Value water risk - [Water Risk Filter](#)

- A practical program to prepare your business for a water-scarce world, limiting your exposure to risk and setting you up for continued success in a challenging environment - [Smart Water Navigator](#)
- Link to a number of tools and resource information to assess your water footprint and how to improve your water performance including links to calculators, case studies and best practice resources - [CEO Water Mandate](#)
- A household water calculation tool that can assist in both education and engagement especially you have undertaken a formal engagement program/game such as “Cool Choices”. The site contains a calculator as well as specific educational links. [Water Footprint Calculator](#)
- Video tutorial of how to use the Aqueduct Water Risk Map - [Video Tutorial](#)
- Water Risk Filter Tutorial, Why use it and how to use it - [Video Tutorial](#)

Water Scarcity Risks

- Carbon Disclosure Project. 2018. [CDP Global Water Report 2018](#)
- Carbon Disclosure Project. 2018. [Treading Water: Corporate responses to rising water challenges](#)
- The Economist. 2010, May. [For Want of a Drink](#)
- TruCost. 2015, February. [Business Growth in an Era of Water Scarcity](#)
- United States Geological Survey. [Where is Earth’s Water?](#)
- An assessment of the global water risks for 2020 building from the Global Water Report Listed above - [Global Risks 2020 - A Year of Reckoning](#)

The Business Case

- Deloitte University Press. [CFO Insights – Sustainability. Ripple Effects: Why Water is a CFO Issue](#)
- Environmental Leader. 2016, August. [Coca-Cola CEO: Reducing water use inside our operations isn’t enough](#)
- Environmental Leader. 2016, August. [GM Plant Will Save Millions of Dollars by Capturing Rainwater](#)
- Environmental Leader. 2016, September. [How PepsiCo Saved \\$80 Million by Cutting Water Use 26%](#)
- Environmental Leader. 2016, December. [Why Ikea’s \\$1 Billion Supply Chain Investment Will Boost Its Profits and Its Brand](#)
- GEMI (Global Environmental Management Initiative). [The Business Case for Pursuing Water Sustainability: New opportunities, new risks](#)
- GEMI [Saving Energy, Water and Time by Keeping Our Air Fleet Clean – FedEx](#)
- World Wildlife Fund International. 2015, August. [The Value of Water: A Framework for Understanding Water Valuation, Risk, and Stewardship](#)
- World Business Council for Sustainable Development. 2015, December. [The Business Case for Natural Infrastructure](#)

Green Infrastructure/Water Management

- [Alliance for Water Stewardship](#)
- Conservation International. 2018. [Corporate water stewardship and the case for green infrastructure](#)
- Deloitte Review. 2015. [Deflecting the Scarcity Trajectory: Innovation at the Water, Energy, and Food Nexus](#)
- Deloitte University Press. [Business Ecosystems Come of Age](#)
- EPA [WaterSense Program](#)
- EPA. 2012, October. [Water Sense at Work](#)
- EPA [Flushometer-Valve Toilets](#)
- EPA [A Water-Smart Solution for Large Landscapes](#)
- Environmental Science & Engineering Magazine. 2017, February. [Customizing Water Efficiency Solutions for Industrial Manufacturers](#)
- Fresh Coast Guardians. [Our Plans](#)
- GEMI [Collecting the Drops: A water sustainability planner](#)

Regional Watersheds

- Iowa General Watershed Information [Iowa Watershed Basics](#)
- Iowa Watershed Management Authorities [General WMA Information](#) [List of Active WMA's](#)
- Local soil and water conservation districts administer watershed projects with assistance from the Iowa Department of Agriculture and Land Stewardship (IDALS), Division of Soil Conservation.- [Iowa Watersheds Project](#)
- Natural Resources Conservation Service (NRCS) Watershed Resources - [NRCS Resources](#)
- USEPA watershed related tools [Surf Your Watershed](#)
- Source Water Mapping and Protection Information - [Source Water Iowa](#)
- Listing and information about impaired waters [Impaired Waters](#)
- Iowa Geologic Survey (IGS) [Homepage IGS](#), [Groundwater Sustainability Model](#), [Interactive Maps](#)