

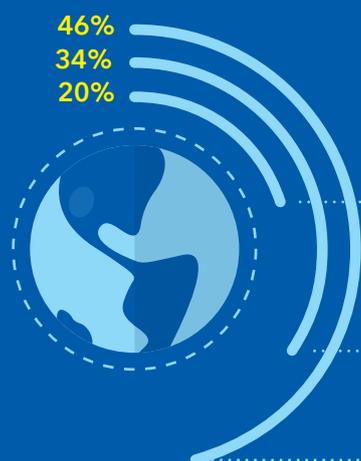
IS WATER



THE NEXT CARBON?

THE SURVEY

The survey was conducted in **December 2014**. It involved **1,907 professionals** from companies across different industries worldwide. The sample includes **108 companies** defined as *leaders*.



companies with **less than 50** employees

from 50 to 249 employees

more than 250 employees

THE IMPORTANCE OF WATER MANAGEMENT



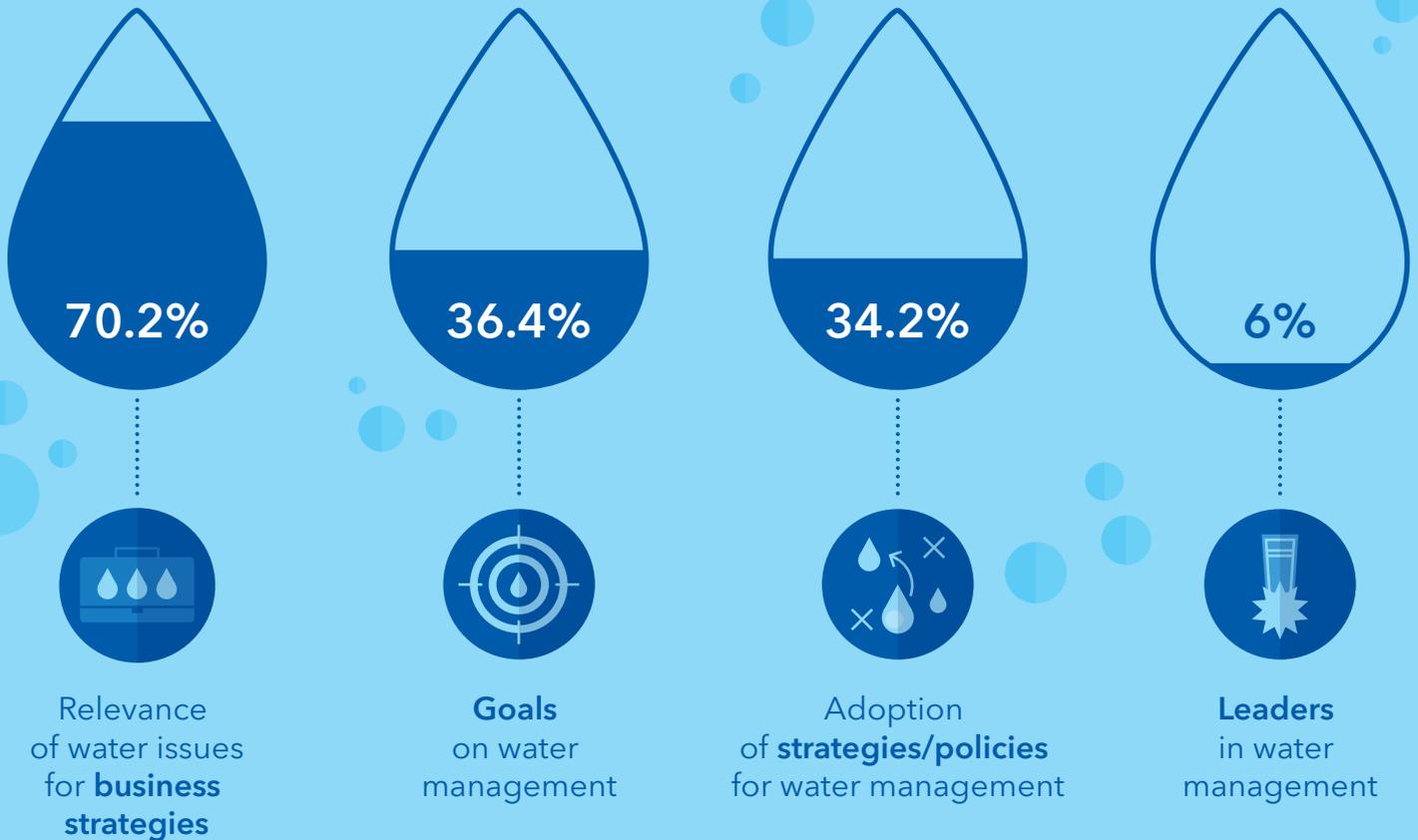
73%
Water supply is an issue in **daily life**



95.3%
Water supply is a **global** issue

MATURITY

FOR WATER MANAGEMENT



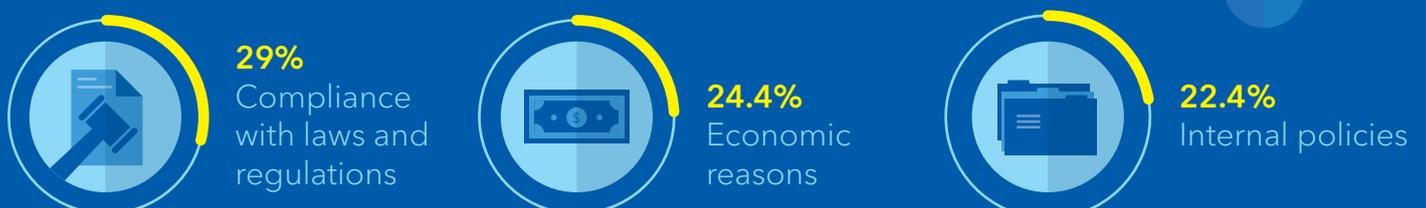
KEY INITIATIVES

43.9% of the companies have undertaken water management initiatives in the last 5 years.



KEY DRIVERS

Why companies undertake initiatives?



MAIN BENEFITS



27.2%
Compliance with
laws and regulations



24.5%
Financial savings



17%
Decrease of
environmental accidents

MAIN OBSTACLES



21.1%
Lack of management
awareness

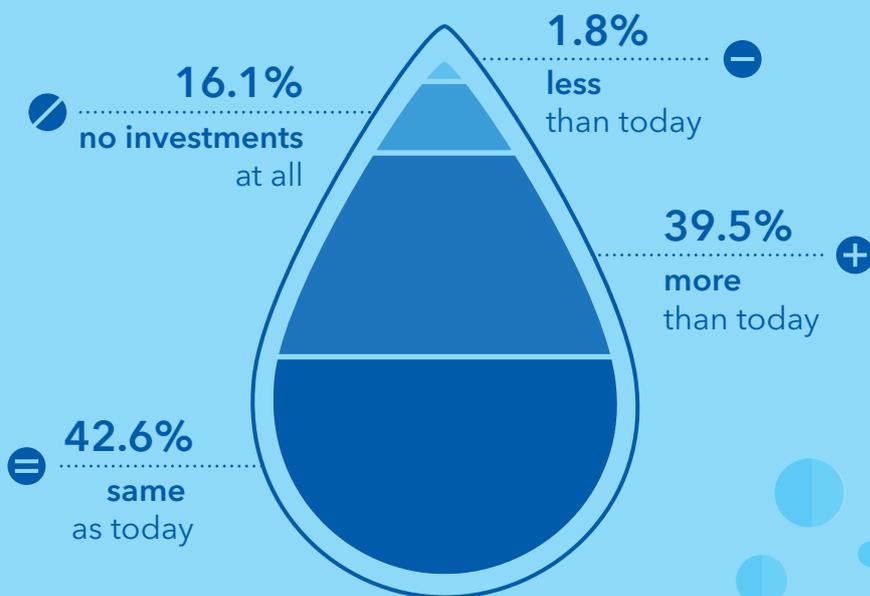


17.2%
Lack of financial
resources



16.5%
Lack of return
on investment

INVESTMENTS IN WATER MANAGEMENT IN THE NEXT 5 YEARS



FUTURE INITIATIVES

More evolved actions will also take place



30.3%
Training staff
on water
management



27.9%
Perform water
management
audits



25.2%
Involvement of
top management

LEADERS' FEATURES

Leaders...



#1
... consider water supply a key topic for their business



#5
... focus on water efficiency, security and shortage management



#9
... tackle obstacles better than others



#2
... are well aware of legislation on water



#6
... focus on training and audits



#10
... will keep investing in water management



#3
... have water management policies



#7
... are also pushed by customers to manage water issues



#4
... set specific goals for water usage



#8
... profit more than others from undertaken initiatives

4 STEPS TO A MORE EFFICIENT WATER MANAGEMENT

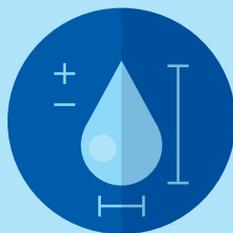
Companies should...

1.



Set specific goals

2.



Measure their water footprint

3.



Conduct a water impact assessment

4.



Define a strategy/roadmap to water usage reduction & improvement