

Achieving Net Positive Water

Business for Water Stewardship

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**BUSINESS FOR
WATER**
STEWARDSHIP

SECURING WATER FOR
BUSINESS, NATURE,
AND COMMUNITIES



BUSINESS FOR
WATER
STEWARDSHIP

MAJOR MULTINATIONAL CORPORATIONS COMMIT FUNDING TO HELP LAKE MEAD

photo credit: waterdesk.org / lighthouse.org

Total Funding with Philanthropic Match Exceeds \$4 Million

FUNDERS CONTRIBUTING OVER \$4 MILLION TO SYSTEM CONSERVATION



Microsoft



Reformation



Colorado River Indian Tribes (CRIT) – Drought Contingency Plan (DCP) Project



- Restoration Benefit: 26 MGY
- Project Status: Started restoring water in 2020
 - CRIT have lands that stretch 56 miles around Colorado River
 - Under Arizona DCP, CRIT will lease water typically used for farm irrigation and leave it in the river to support Lake Mead water levels
 - Reduce the likelihood of water shortage and play key role in supporting AZ conservation requirements
- Partners: Audubon of Arizona, Arizona Department of Water Resources, EDF, Colorado River Indian Tribes, BEF

Intel: Net Positive Water by 2030



We will achieve our goal of net positive water use when:

Water from operations treated and returned to communities or environment



Water restored through watershed projects



Water coming in from fresh water sources

Conserve
60 BG
in operations



Restore >100%
of consumption to
watersheds



Considerations and Challenges

Emerging Considerations

- Geographic Water Context
- Strategy and need vs. project availability/readiness
- Competition vs. collaboration
- Transactional vs. transformational (impact vs. KPI)
- Complex policy/project environment vs. predictable implementation
- Pathway to scale
- Corporate collective impact (desired and difficult)
- Scale of challenge vs. scale of solution

Challenges

- No marketplace (like RECs) for finding projects
- Standardization and definitions
- Emerging science-based/context based in early stages
- Connecting climate and water impacts
- NGO vs Corporate objectives
- Quantification of multi-benefits

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