



Corporate Water Strategies

By William Sarni

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In the past businesses have viewed water as a minimal operational cost and not a strategic issue. However, water has now emerged as a critical issue for both corporations and the public sector in response to increased water demand, climatic risks and potentially negative impacts on brand value.

This innovative book provides up-to-date information on global water issues and describes how companies can not only address these challenges but also implement high value global water strategies. It shows:

- why water is a critical business issue for companies which now face water risk to their operations and brands
- how new concepts such as embedded water and virtual water are forcing companies to think differently about how they use water to manufacture products
- that companies need to develop a corporate water strategy to manage it as a key business issue and capture the real value of water
- how companies can develop partnerships with non-governmental organizations to implement water strategies.

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Editorial Review

Review

'A 'must read' for anyone involved in developing and implementing a corporate water strategy.' - Stanley Laskowski, University of Pennsylvania, and President, Philadelphia Global Water Initiative

'This book provides a roadmap for companies committed to building a global water stewardship program. A global water stewardship program can assist companies in managing their physical, reputational and regulatory water risks. Moreover, for those forward looking innovative companies it can provide a framework for developing new products and services and a competitive advantage.' - Tamin Pechet, CEO of Banyan Water and Chairman of Imagine H2O

'Sarni's book is a 'must read' for anyone involved in developing and implementing a corporate water strategy. Water can be one of the environmental success stories of the 21st Century...but only if everyone gets involved in addressing the problem. This book provides a blueprint for success for those working in the private sector, government, NGOs and academic institutions along with state-of-the-art insights on water stewardship and innovation.' - Stanley Laskowski, University of Pennsylvania, and President, Philadelphia Global Water Initiative

'In Corporate Water Strategies, Sarni clearly lays out why water is now a critical business issue and how a smart water strategy can create competitive advantage in the 21st century. Too often we hear only about the down side of water - the risk to a company's license to operate, operational continuity, and reputation. Sarni balances that view with an understanding that water is also a driver of economic development and corporate innovation. Any managers and executives ready to embed water stewardship into their long-term strategies will gain valuable insight from reading this book.' - Andrew Winston, corporate environmental strategist and author of *Green to Gold* and *Green Recovery*.

'Thought leaders provoke discussion and debate. They call attention to impending issues that governments, society, and business must address. Will Sarni, one of the world's preeminent thought leaders about water, has put the issue of water as a strategic business issue squarely on the agenda and sounds the call for action in this insightful and important book.' - Don C. Smith, University of Denver Sturm College of Law

'Corporate Water Strategies is an essential resource for those who understand the growing demand stakeholders are placing on businesses and brands to become better stewards of our increasingly fragile water supply. Sarni's well-researched text provides clear guidance and dozens of equally compelling examples on how the business community should be managing their own performance and communicating around what will certainly be viewed as the most important environmental issue of the 21st century.' - Michael A. Law, Managing Director, Ogilvy Public Relations Worldwide

'Corporate Water Strategies is a call to action for every company to move toward water stewardship and constructively engage all stakeholders in crafting 21st century solutions to sustainably managing water.' Sudhirendar Sharma, d-sector.org

About the Author

William Sarni has over 30 years of experience providing sustainability and environmental consulting services to global companies such as BASF, Cisco Systems, EMC and Sodexo. He is based in based in

Denver, Colorado and is also the author of 'Greening Brownfields' (McGraw-Hill, 2009).

Users Review

From reader reviews:

James Hill:

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