

## **A 'TOP 10' LIST: OPPORTUNITIES FOR IMPROVING WATER EFFICIENCY AND CORPORATE WATER STEWARDSHIP PRACTICES**

### **1. Technology Demonstration Projects**

- Pilot projects can help prove feasibility and build public and industry confidence.
- Project results can help demonstrate a business case and prove ROI.
- Conducting *cost of inaction analysis* can highlight case resiliency value of water stewardship practices.

### **2. Regional Collaboration**

- Share lessons learned.
- Harmonize standards for alignment on policies, practices and goals.

### **3. Incentives and Financing Tools** to reduce high upfront costs for reuse systems.

- Such as subsidies, tax breaks, or grants for companies investing in water-efficient technologies and water stewardship best practices

### **4. Training and Technical Assistance**

- Build capacity among peers in industries and municipalities.
- Support internal water audits to help companies understand their baseline water use and water footprint.

### **5. Integrate Circular Economy Principles** into operational water management strategies.

- Focus first on reducing, preserving, and optimizing water use through waste avoidance, efficient utilization, and quality retention.

### **6. Leverage Innovation Ecosystems** like universities, incubators and startups, or even investors to drive commercialization of new water technologies.

### **7. Incorporate Metering and Monitoring**, including digital technologies, for real-time analytics to optimize water use.

### **8. Engagement** – multi-stakeholder, cross-border engagement.

- Conduct thorough due diligence and stakeholder input before planning or permitting new projects.
- Engage the supply chain to understand water use up and down the value chain.
- Understand how local communities are affected (directly or indirectly) by industrial practices.

### **9. Find Synergy between Projects**

- Collective action and the active positioning of projects near one another can reduce overall financial and resource costs as well as reduce risk.

### **10. Address Perceived vs Actual Water Issues**

- With public education and transparent communication, manage the gap between perceived and actual water issues.

