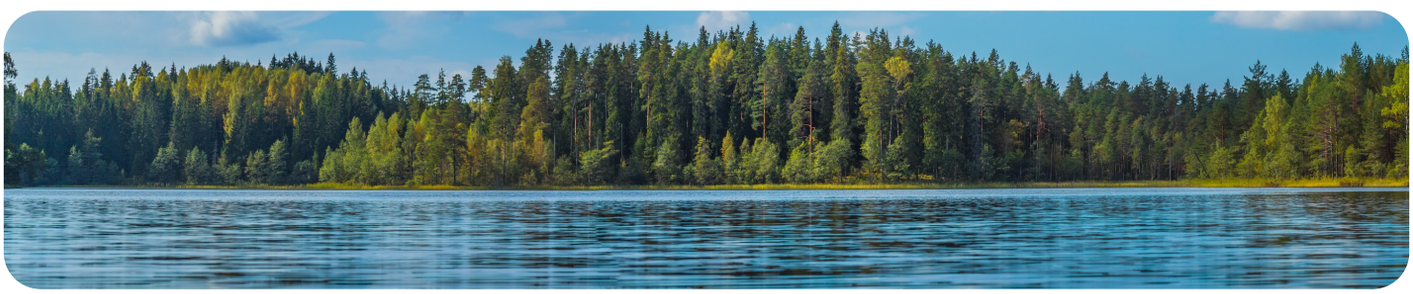
COUNCIL OF THE GREAT LAKES REGION
Solving for Sustainability®

Great Lakes WISE
Water Innovation and Stewardship Exchange

Great Lakes Water Innovation and Stewardship Exchange

The **Great Lakes Water Innovation and Stewardship Exchange (WISE)** is a collaborative, cross-sector program advancing responsible corporate water stewardship and innovation across the Great Lakes region.

Administered by the Council of the Great Lakes Region (CGLR) and supported by The Water Council, WISE is a peer-to-peer network of multi-industry stakeholders collaborating to protect freshwater resources and strengthen the region's long-term competitiveness.



Program Activities & Outcomes

WISE functions as both a **learning platform and an action network,** supporting participants through:

- Knowledge exchange and peer learning opportunities
- Identification of shared challenges and regional priorities
- Development of collaborative projects and pilot initiatives
- Advancement of corporate water stewardship strategies
- Alignment with recognized sustainability frameworks and standards

These activities help organizations strengthen operational performance while contributing to broader regional water resilience.

Why Great Lakes WISE Matters

Great Lakes WISE is driven by a shared sense of urgency to protect one of the world's most vital freshwater resources while supporting sustainable economic success.

The program champions a **multi-sector, multi-stakeholder approach** to:

- Deepen corporate sustainability performance
- Foster innovation and applied solutions
- Enable collective action
- Demonstrate leadership in water stewardship

Stewarding Freshwater

The Great Lakes region is North America's economic engine and guardian to one of the planet's largest freshwater systems. It generates more than US$9 trillion in economic output and holds 20% of the world's surface freshwater. Its future depends on smart, thoughtful water management that balances economic growth with environmental responsibility.

Advancing Stewardship & Innovation

As the Great Lakes system is globally unique, so are the water related challenges and opportunities facing every sector in the region. Great Lakes WISE is intentionally designed as a peer-to-peer network to accelerate sustainability solutions within enterprise operations and collectively action projects that address corporate water performance with practical, scalable solutions. Through structured dialogue and collaboration, WISE participants explore and advance best practices across key focus areas, including:

- **Water quality and protection**
- **Water resource management**
- **Data management and data sharing**
- **Community engagement and partnerships**
- **Technology and innovation strategies**

By aligning diverse perspectives, WISE helps organizations move from commitment to action, driving measurable sustainability outcomes across sectors.

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Regional Gap Analysis

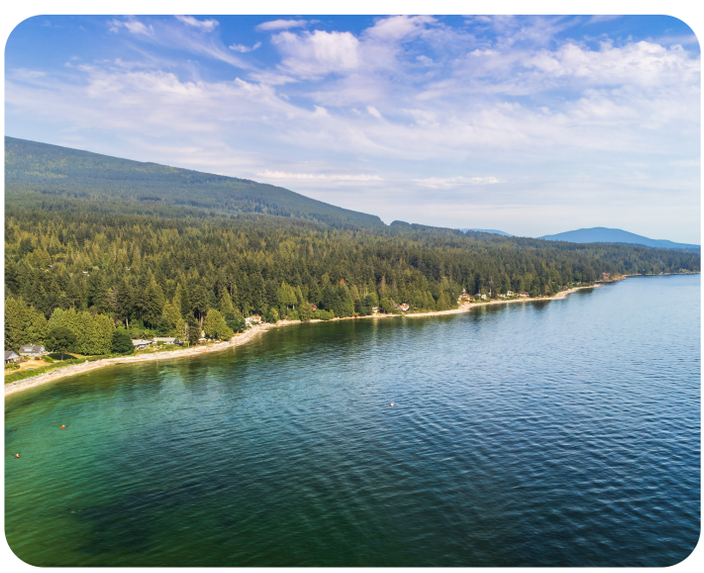
Climate change, population growth, economic development, aging infrastructure, and the emergence of new contaminants are reshaping water management across the region.

Understanding the pressures that are impacting the region's water systems is critical to identifying solutions that will protect water quality, ensure sustainability, and build resilience for the future.

To address these challenges, **Great Lakes WISE published a Regional Gap Analysis** in February 2025, identifying priority risks and opportunities related to water resource management. This analysis serves as a strategic foundation for:

- **Informing collective action**
- **Guiding project development**
- **Strengthening long-term water resilience**

Explore the WISE Resources



Commitment to Collaboration

A strategic partnership between CGLR and The Water Council is demonstrating how collaboration and mutual support can help advance sustainability performance and water stewardship.

As part of this framework:

- The Water Council offers 10% off WAVE verification for Great Lakes WISE participants.
- CGLR offers 50% off the first year of WISE annual fees for organizations that successfully complete the WAVE program.

Our Partners:

VEOLIA
FRESH COAST Climate Solutions
WATTS
PRIMO BRANDS
A.O. Smith
SLOAN
DIAGEO
DUCKS UNLIMITED
Rothmans, Benson & Hedges Inc.
a subsidiary of Philip Morris International Inc.
THE WATER COUNCIL

Get Involved in Great Lakes WISE

Great Lakes WISE seeks a diverse network of participants across all industries that rely on water, directly or through their value chains. Organizations headquartered or operating within the **binational Great Lakes economic region** and committed to responsible water stewardship are encouraged to participate. Eligible participants include businesses, utilities, municipalities, universities, and NGOs.

Contact us for more information or to submit your Commitment Form.

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