

Blue paths: Fuel for redefining business and purpose

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GrowingBlue 
Water. Economics. Life.





What is the world's main challenge?

GROWTH!

How to find the path to sustainability?



Locally, water may become the main growth-limiting factor



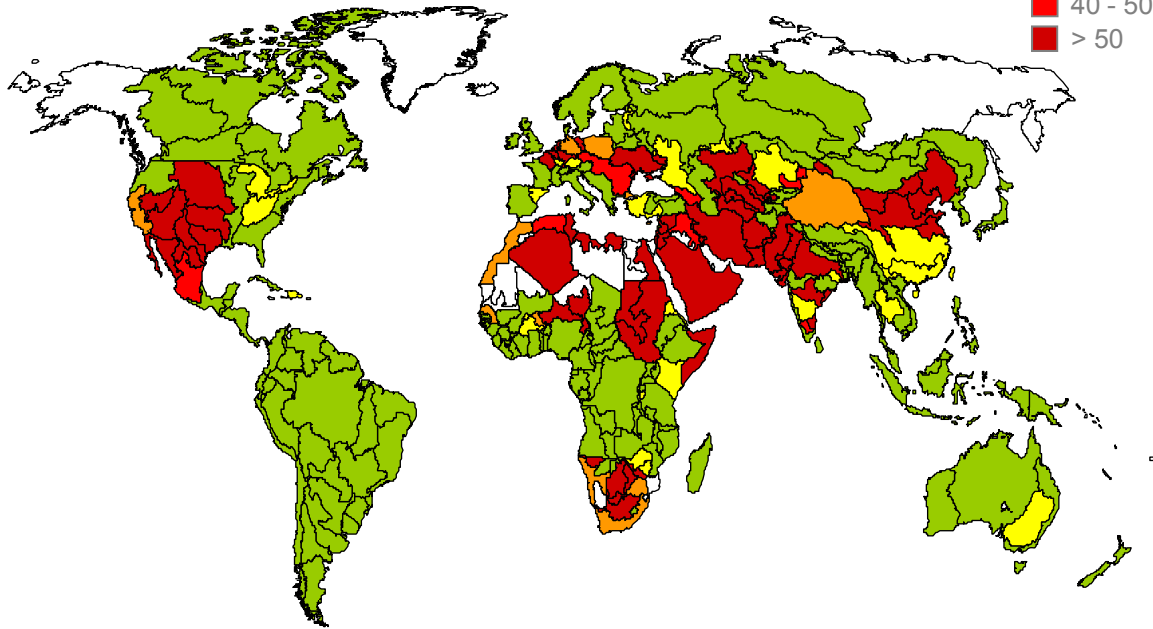
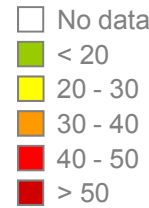
- The impact of water scarcity **not just on people and food supply but on the economy, which ultimately affects people** – now and in 2050!

Already today, water-scarce regions account for 36% of global population (2.5 Bn) and 9.4 trillion USD (22%) of global GDP

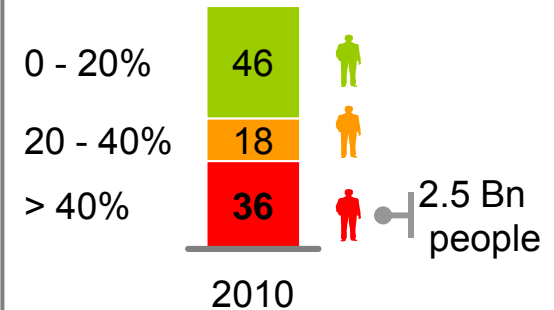


2010

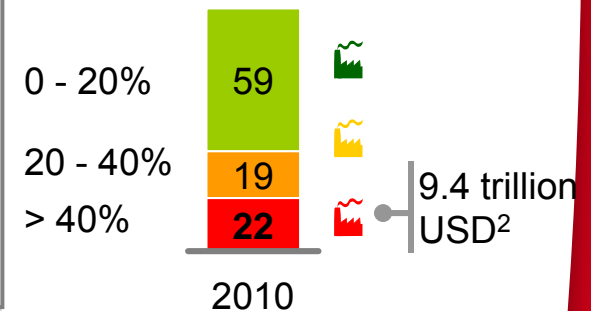
Water stress, percent of total renewable water withdrawn



How many people live in water short areas (%)?



How much GDP is generated in water scarce regions (%)?

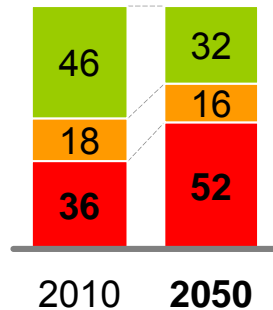


1 >40% water stress
2 Year 2000 prices

Under business-as-usual water productivity and medium growth, 52% of population and 45% of GDP are in regions at risk due to water stress

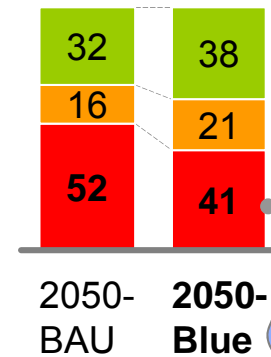


How many people live in water scarce areas?



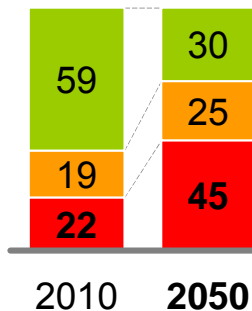
- 4.7 B people,
- 70% of 2010 pop.
- Increase by 90% compared to 2010

How many people live in water scarce areas?



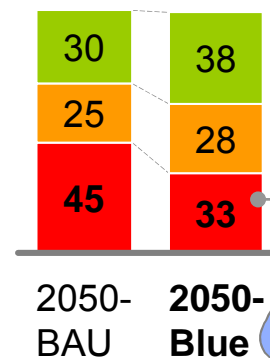
- Decrease of 11% to BAU
- 1 B people in less scarce regions

How much GDP is generated in water scarce regions?



- \$63 trillion²
- 1.5 x 2010 total GDP
- Increase by 570% compared to 2010

How much GDP is generated in water scarce regions?



- Decrease 12% compared to 2010
- \$17,000 trillion² in less scarce regions

1 >40% water stress
2 Year 2000 prices

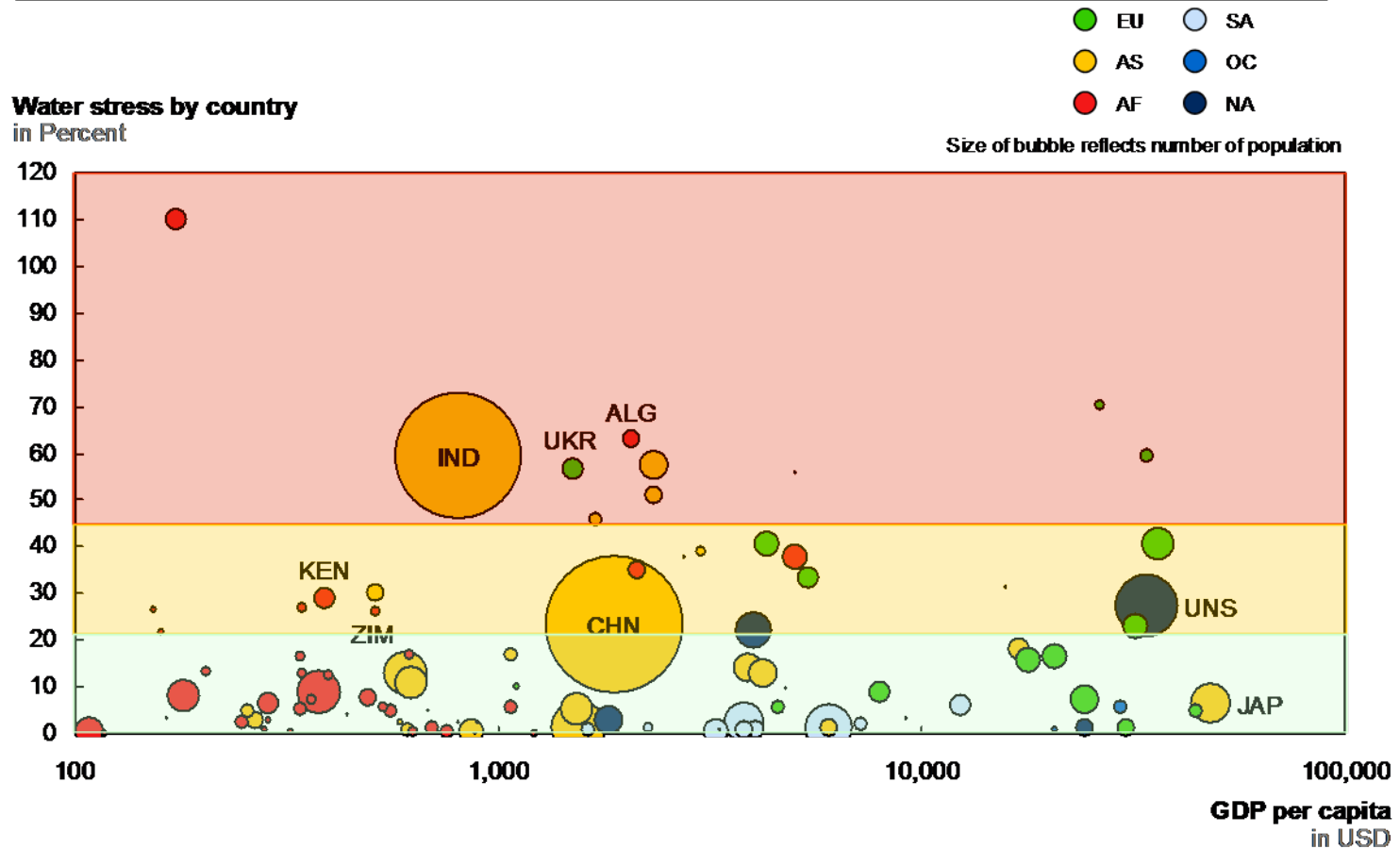
Grey High-Growth Scenario – 2010



Scenario: Grey High, 2010



Water stress over GDP per capita, 2010



Grey High-Growth Scenario – 2030



Scenario: Grey High, 2030

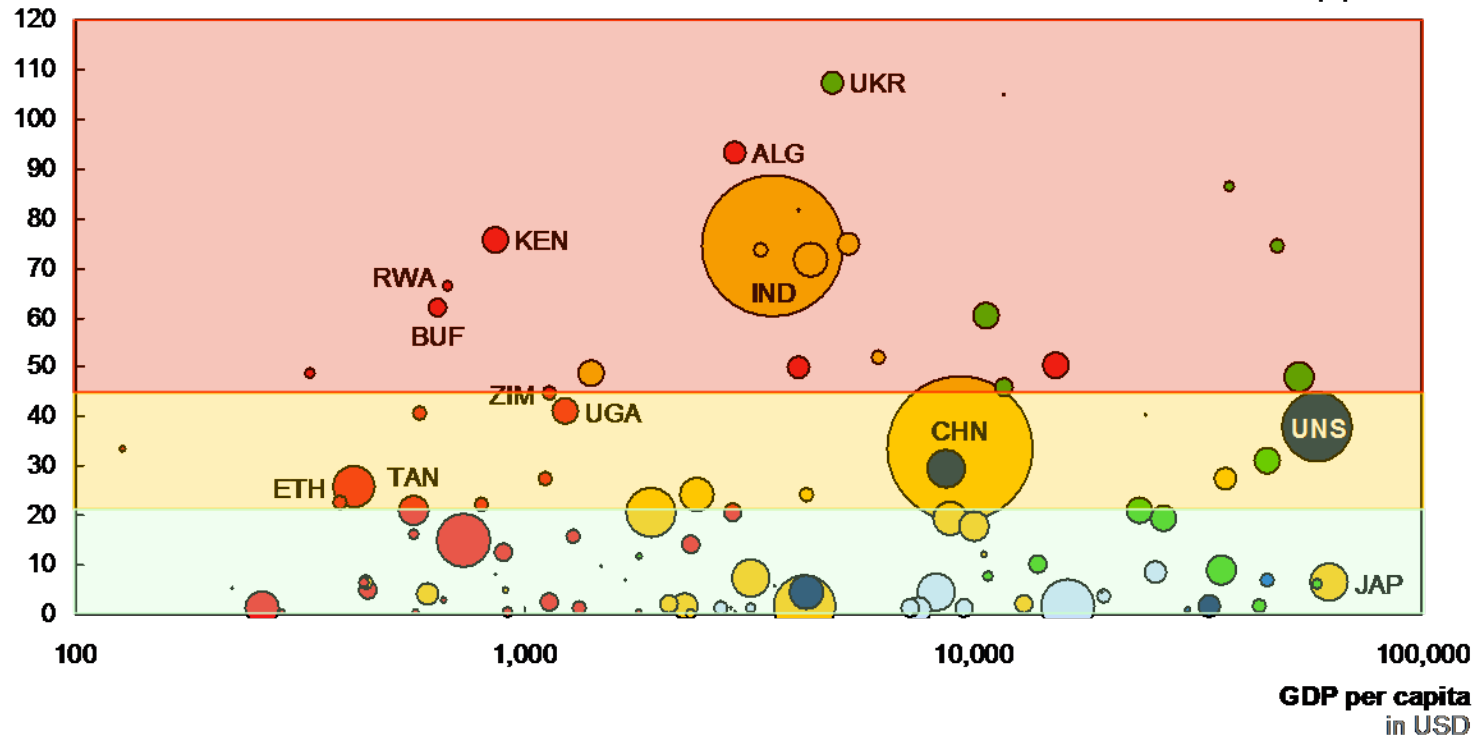


Water stress over GDP per capita, 2030

Water stress by country in Percent

- EU
- AS
- AF
- SA
- OC
- NA

Size of bubble reflects number of population



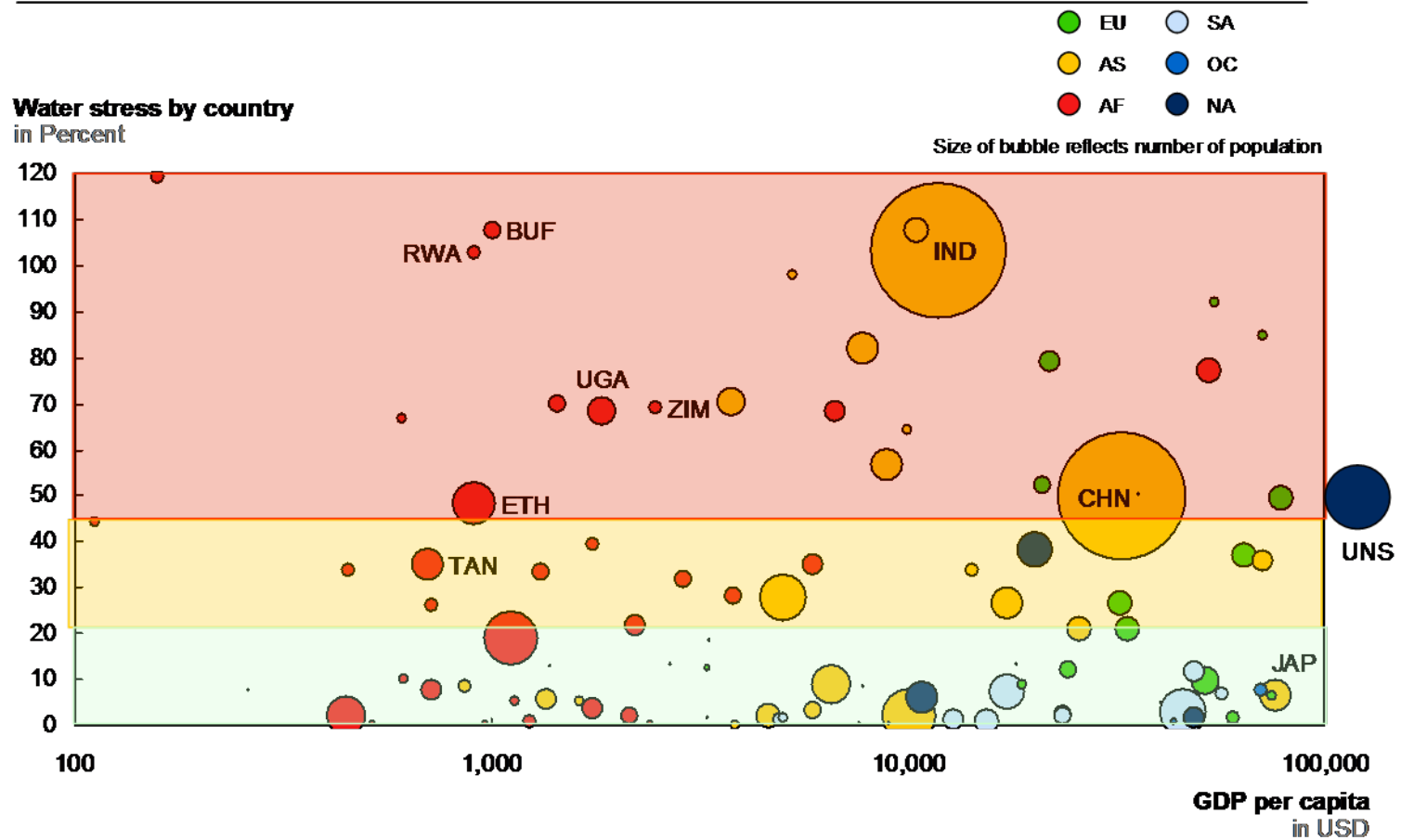
Grey High-Growth Scenario – 2050



Scenario: Grey High, 2050



Water stress over GDP per capita, 2050



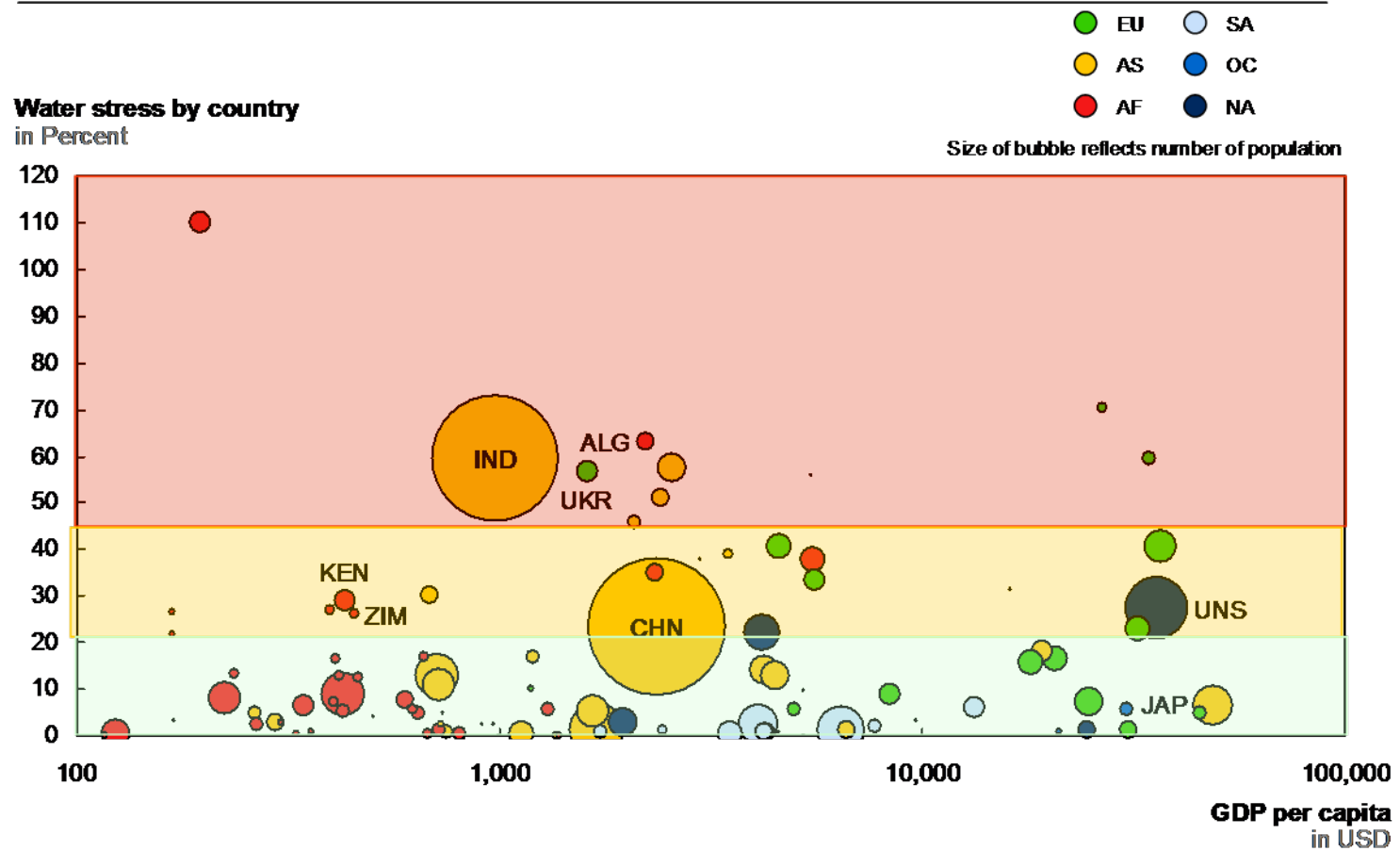
Blue High-Growth Scenario – 2010



Scenario: Blue High, 2010



Water stress over GDP per capita, 2010



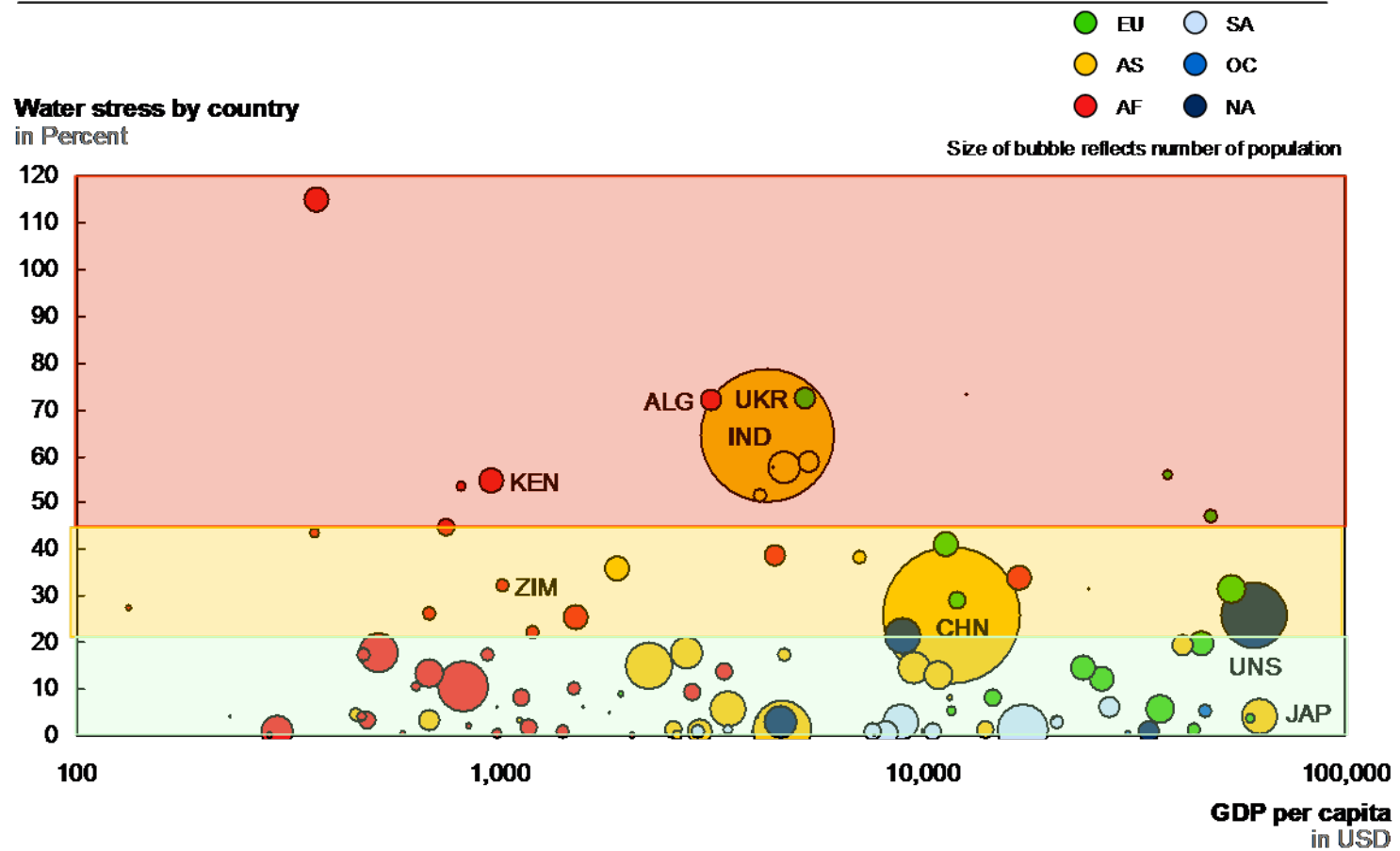
Blue High-Growth Scenario – 2030



Scenario: Blue High, 2030



Water stress over GDP per capita, 2030



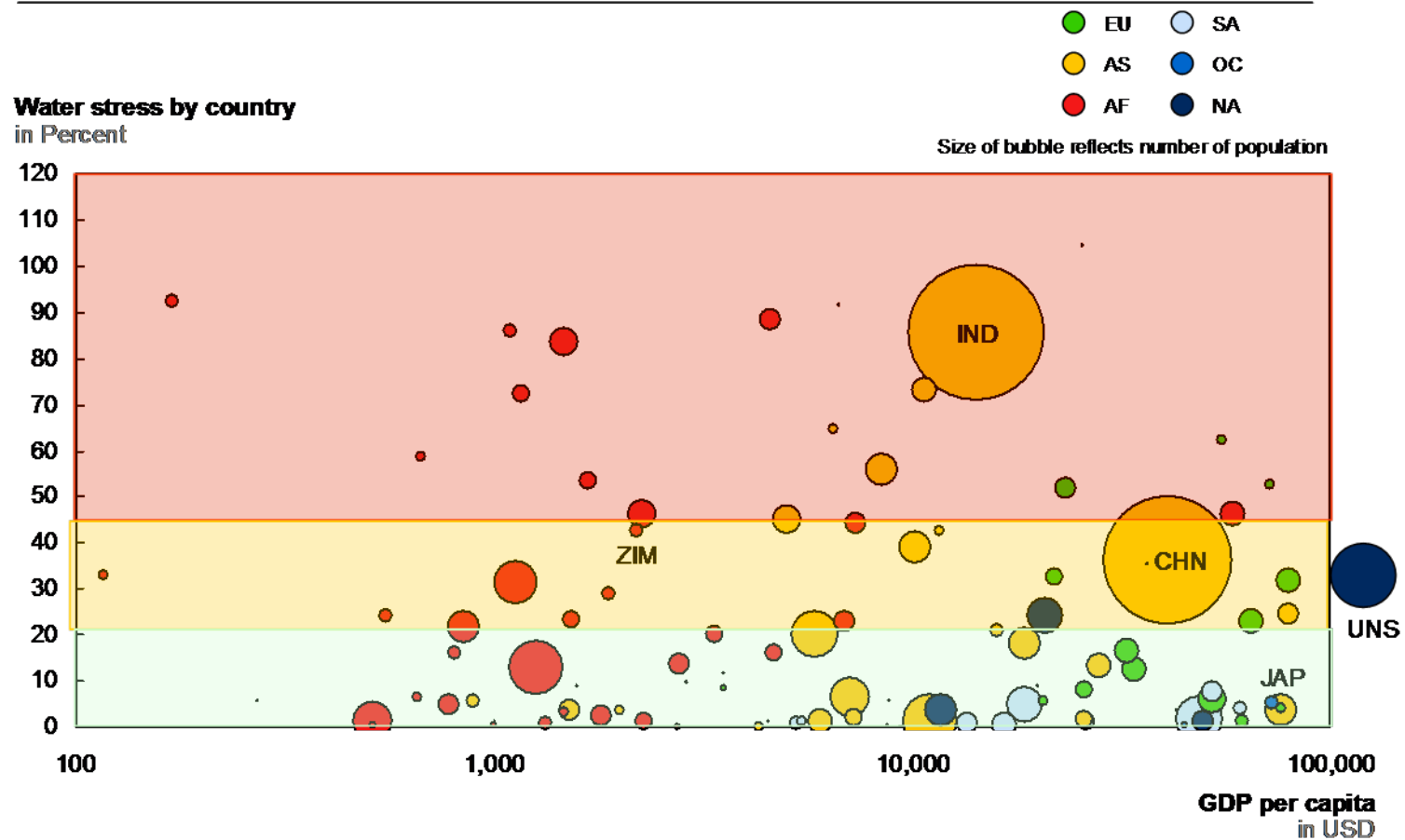
Blue High-Growth Scenario – 2050



Scenario: Blue High, 2050



Water stress over GDP per capita, 2050

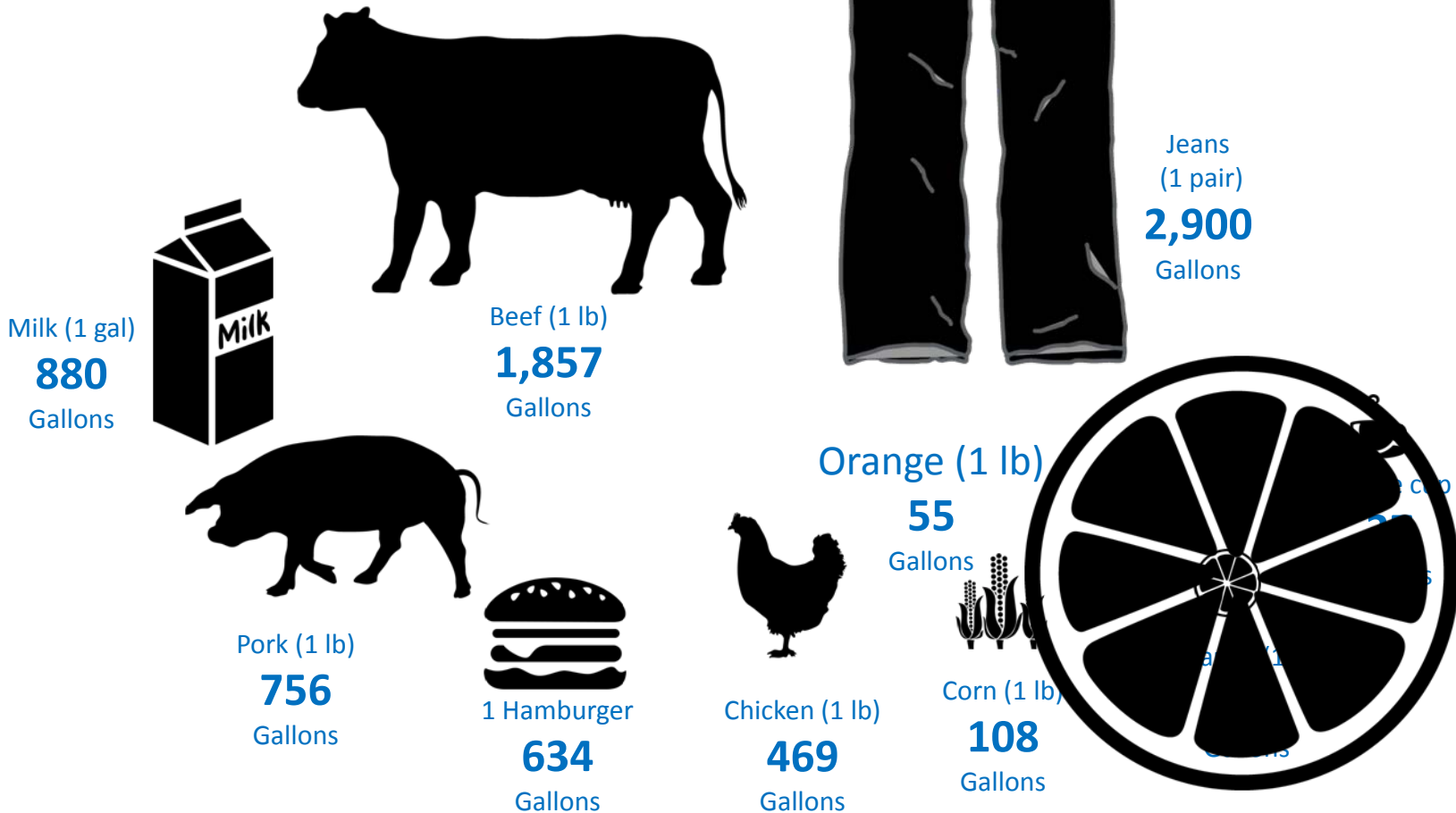


Dynamics in the world of water



- Water is...
 - ...**local, diversity of situations, managed in silos**
- From “opaque” to “open,” **the water world needs to initiate its own Perestroika**
- How to connect the drops?
Awareness, Innovations, Best Practices require Data and Facts

Footprints based on volume



Volume is a very good indicator to raise awareness but not sufficient to represent the impact on a water resource

The Water Impact Index



A new metric for assessing water impacts.



- The Water Impact Index accounts for the impact of water resources generated by a human activity.
- Expressed in Gallon-WII-equivalent.

A rapidly developing trend

EPA: 36 states facing water shortages



Water Stress Index, USA¹

Pop, evolution (2000-2009)

Average USA: +9.1%²

Illinois +3.3%²

Will water-rich states become more attractive for people and industries?

California: +9.1%²

Arizona: +28.6%²

Texas: +18.8%²

Florida: +16.0%²

¹S. Pfister, A. Koehler, and S. Hellweg, 2009 "Assessing the environmental impact of freshwater consumption in LCA," Environmental Science and Technology, no. 43, pp. 4098-4104 ²U.S. Census Bureau, 2010

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