



## Charting New Waters

A Call to Action to Address  
U.S. Freshwater Challenges

*Issued by the Participants of*  
**The Johnson Foundation  
Freshwater Summit**

September 2010

# Commitments to Action

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As the issuers of *Charting New Waters: A Call to Action to Address U.S. Freshwater Challenges*, we consider it important to demonstrate our own commitment to advancing the vision and recommendations presented. At *The Johnson Foundation Freshwater Summit* on June 9, 2010, each of us committed our respective organizations to specific actions to lead the nation toward a future of sustainable and resilient freshwater resources. The commitments we made that day are outlined herein. We encourage other leaders across the United States to also make achievable commitments to concerted action for the nation's freshwater resources.



### **Frank H. Akers, Jr.**

External Chair, Science Advisory Council, Mars, Incorporated

Mars, Inc., commits to the following actions: As part of our sponsorship of the National Academies Food Safety & Security Initiative, we will raise issues of water quantity and quality, with the goal of incorporating water stewardship into the Initiative. As we identify best practices for water conservation, we will share our findings through the Initiative as well as with the participants of *The Johnson Foundation Freshwater Summit*. In addition, we will use the findings to reinforce our long-established and wide-ranging sustainability programs throughout Mars.



### **Chuck Clarke**

Chief Executive Officer, Cascade Water Alliance

The Cascade Water Alliance is a nonprofit corporation comprised of eight municipalities in the Puget Sound, Washington region that joined together to provide a safe, clean and reliable water supply for its members. Cascade serves 400,000 residents and more than 22,000 businesses. Cascade is committing to a full-cost pricing model with its member municipalities. Conservation is a well-engrained ethic in the Pacific Northwest, and Cascade's WaterSense Conservation programs and outreach have saved more than one million gallons of water per day over the last three years. We pledge to make conservation a critical factor in our supply planning for the future. Cascade will further commit to using a triple-bottom-line asset management approach for all future capital and operating funding discussions. I personally will commit to educating other utilities about the findings of the *Call to Action* through both the Association of Metropolitan Water Agencies and other member agencies.



### **Edward A. Clerico**

Chief Executive Officer, Alliance Environmental, LLC

Alliance Environmental commits to the following actions: We will continue to innovate and advance the design and operation of water infrastructure, at the building and community scales, that preserves and protects freshwater resources, habitat and biodiversity; that reduces energy use and carbon footprint; and that reclaims wastewater byproducts such as heat and biosolids. By 2015, we will seek a net water/energy/cost savings of 50 percent from the systems we implement for clients. We commit to embrace economic models that support full-cost pricing while protecting social equity.





## Elaine Dorward-King

Global Head of Health, Safety and Environment, Rio Tinto

For more than a decade, Rio Tinto has recognized the strategic importance of managing water responsibly. Our strategy is to take a holistic approach to account for the social, environmental and economic aspects of water by improving our performance, accounting for the value of water and engaging with others on sustainable water management. Consistent with the Rio Tinto water strategy and the principles identified in *Charting New Waters: A Call to Action to Address U.S. Freshwater Challenges*, we are committed to:

- Continuing to improve our understanding of water inputs and outputs in our operations.
- Continuing efforts to improve our water performance and our reporting on performance.
- Continuing to improve our understanding of the value of water.
- Identifying and sharing good practice in water management and water accounting methodologies – either through broader coalitions or through our own efforts.
- Engaging with stakeholders and governments on policy, programs and initiatives to improve sustainable water management in regions where we operate.

## Roger C. Dower

President, The Johnson Foundation at Wingspread

The Johnson Foundation will widely promote and broadly disseminate the *Call to Action* and its recommendations through public briefings, speaking engagements, online social media, and print and broadcast news outlets. Over the next two years, the Foundation will partner with *Freshwater Summit* participants and other interested organizations on three conferences to further catalyze, expand and coordinate implementation of the *Call to Action* recommendations. During that same timeframe, the Foundation will also focus its unique convening resources to address two critical priorities that emerged from *The Freshwater Forum*: water pricing and nonpoint source pollution. Finally, The Johnson Foundation will continue to play a leadership role in helping coordinate and shape the work of other foundations interested in addressing U.S. freshwater challenges.





## Cecilia V. Estolano

Chief Strategist for State and Local Initiatives, Green for All

Green for All commits to the following actions: We will lead fundraising efforts to commission a national study to calculate the job creation potential of the water sector. The study will examine the types, classifications and numbers of jobs, their skill and educational requirements and projected wage scales, and the career pathways and occupational ladders that might be created from investing in our nation's water infrastructure. This study will examine the job creation impacts of deploying alternative and innovative technologies and implementing green infrastructure approaches to solving our nation's freshwater challenges. The study is intended to inform the national agenda on water infrastructure investment and shape workforce development strategies that can be used to meet the projected workforce demand that investments in our nation's water infrastructure will create. We commit to engaging other partners such as water utilities, business leaders, environmental organizations, research institutions, clean-tech leaders, unions and workforce development advocates in this effort by 2011, with the goal of commissioning a study that will be released in 2012.

## Andrew Fellows

Mayor, City of College Park, Maryland

I look forward to working with The Johnson Foundation and those who are joining in this *Call to Action*, and to do what I can to further the engagement of municipal governments in a transformation of the way the United States manages our freshwater resources. The critical importance of water in developing sustainable communities is evident in so many ways. Safe and affordable drinking water and swimmable and fishable rivers, lakes and streams are vital to public health and quality of life. There are economic and environmental justice issues embedded in this work, and local governments need to act now and in collaboration with state and federal government to ensure that all have access to water and that equity is achieved in the ways we manage water.

## Richard D. Fox

Chairman of the Board and Chief Executive Officer, CDM



CDM commits to take the following actions: We will work with our clients in increasing the efficiency and innovation of water management practices through advancing the concepts of integrated resources planning and sustainability. We commit to increasing our R&D budget, commensurate with our growth, and will prioritize these additional funds to development of systems modeling, climate change and urban sustainability. We will set a goal of hiring 10 percent of our new workforce that will have cross-disciplinary training in areas such as urban planning, financial management and sustainable development.

## Paul Freedman

### President, Water Environment Federation

The Water Environment Federation (WEF) is a not-for-profit education and training organization with 36,000 members around the world. With 42 U.S. member associations, WEF represents a diverse network of more than 100,000 water professionals. WEF commits to using this network to promote the findings and recommendations in the *Call to Action*. Our publications, conferences and online resources provide an excellent platform for additional dialogue and professional education. This will begin with our annual conference, WEFTEC.10, which will be held in October 2010 in New Orleans and which almost 20,000 water professionals will attend. In addition to conducting professional training and outreach, WEF will incorporate the *Call to Action* recommendations into our public policy and public education programs, which have a strong focus on holistic water management and recognizing the true value of the water resource. In addition, we will continue our work as a founding member of the Alliance for Water Stewardship to develop voluntary certification and water footprinting standards. Finally, we are committed to working with the other Summit participants and contributors to explore the establishment of a clearinghouse for best practices in sustainable freshwater management as recommended in the *Call to Action*, and to investigating the development of a freshwater "report card."



## Ray Gaesser

### Past President, Iowa Soybean Association

The mission of the Iowa Soybean Association (ISA) is to expand profit opportunities while promoting environmentally sensible production, with a focus on soybean farmers. Since 1993, ISA's board of 21 farmer-directors, elected by soybean farmers throughout Iowa, have exercised pioneering leadership toward maintaining Iowa crop producers' agronomic and economic sustainability while improving their environmental performance, particularly regarding freshwater and watershed health. ISA's board has also invested \$3 million provided by Iowa soybean farmers to develop and operate ISA's Environmental Programs. In that tradition, we confidently commit to the following: We will continue to support and engage in the development, implementation, and dissemination of performance-based tools and systems that improve production agriculture's sustainability. We will employ adaptive management for continuous improvement, applied evaluation (monitoring, data collection and analysis), integrated and targeted solutions, resource-centric planning and implementation (considering water, soil, habitat, energy, carbon and greenhouse gases) and multi-stakeholder collaboration. We will continue collaborating with public- and private-sector environmental and agricultural leaders to: 1) advance public policies that improve the effectiveness of conservation laws, programs and public investments in improving water quality; and 2) overcome institutional barriers and enhance the capacity of the locally led conservation infrastructure to plan and implement solutions that achieve performance goals in agricultural watersheds.





### Robert García

Executive Director and Counsel, The City Project

The City Project commits to the following three actions: First, we will continue to work on clean water and equal justice through multi-benefit projects to create, improve and protect parks and green space for all. We will focus our efforts along the Los Angeles River and through enforcement of Clean Water Act provisions in the city of Los Angeles related to agreements we have reached with the city, the U.S. Environmental Protection Agency and the California Regional Water Quality Control Board. Second, we will work with The Johnson Foundation to generate support for the recommendations set forth in this *Call to Action*. And third, we commit to seek funding to do all this work.

### Peter Gleick

President and Co-Founder, Pacific Institute



The Pacific Institute is one of the world's leading independent nonprofits conducting research and education to create a healthier planet and sustainable communities. Based in Oakland, California, we conduct interdisciplinary research and partner with stakeholders to produce solutions that advance environmental protection, economic development and social equity nationally and internationally. We work to change policy and find real-world solutions to problems like water shortages, climate change, habitat destruction and environmental injustice. Since our founding in 1987, the Pacific Institute has become a locus for independent, innovative thinking that cuts across traditional areas of study, helping us make connections and bring opposing groups together. The result is effective, actionable solutions addressing issues in the fields of freshwater resources, climate change, environmental justice and globalization.

The Pacific Institute commits to the following actions: We will continue our work with the Alliance for Water Stewardship to develop water footprinting standards and will share our developments. In the coming months, we will finish a book on 21st century water policy and will incorporate the *Call to Action* into our outreach and communication efforts for that project.



# SIEMENS

## Charles R. Gordon

President and Chief Executive Officer, Siemens Water Technologies

Siemens Water Technologies commits to take the following actions: First, through the Siemens Foundation we will invest in education and outreach for the principles presented in the *Call to Action*, focusing on school-age children. For example, we could pursue an educational campaign on the value of water, where tap water comes from or the costs of bottled water. Siemens Water Technologies has had some great success already with its Personal Water Footprint Calculator on Facebook. This application will be driven continuously and follow the purpose of educating the public on opportunities to conserve fresh water. Second, we will continue to invest in a self-sustaining wastewater treatment plant to serve as a demonstration project highlighting the connection between energy and water. This plant will use a new process that extracts energy from municipal wastewater and will result in a 50 percent lower sludge yield. Energy content in wastewater is harvested as biogas and converted to energy to create a plant that approaches energy independence. A scale-up version of the process is slated for pilot testing in October 2010, with commercial introduction scheduled for 2012.

## S. Curtis Johnson

Chairman, Diversey, Inc.



Diversey is committed to doing its part to establish a sustainable and resilient freshwater resource. We will fulfill this pledge by taking action both internally and externally. Internally, we will define our entire global water footprint and set targets for reducing water consumption and improving the quality of water discharge. Externally, we will provide our customers with solutions that will enhance their water performance, making their operations more efficient and sustainable. In addition, we will continue to provide funding and expertise to the Alliance for Water Stewardship and the World Wildlife Fund as they work to develop water stewardship standards that give all water users the tools to measure and improve water-related performance.



### **Kevin Knobloch**

President, Union of Concerned Scientists

The Union of Concerned Scientists commits to continuing our work with The Johnson Foundation and other partners to better understand and convey energy/water connections and collisions, particularly in the context of climate change. Specifically, we will engage experts in defining, developing and communicating new research and publicly accessible resources on the energy/water collision, with the goal of ensuring that decisions to shape our nation's energy future derive from a clear understanding of the need to protect our freshwater resources and reduce heat-trapping emissions and move us toward sustainable, resilient energy systems.

### **David Kohler**

President and Chief Operating Officer, Kohler Co.



Kohler Co. commits to the following actions: We will reduce our environmental footprint by 4 percent per year with an end goal of zero including offsets by 2035. We will aggressively grow our sustainable product lines, particularly energy efficiency and water conservation products. We will educate our trade base and consumers on water conservation issues and practices through marketing and multimedia outreach efforts. Recent examples of this have included the sponsorship of the IMAX film "Grand Canyon Adventure" on the Colorado River and creation of the [SaveWaterAmerica.com](http://SaveWaterAmerica.com) website.

## Patrick O'Toole

President of the Board, Family Farm Alliance

The Family Farm Alliance has produced a document – “Western Water Management Case Studies” (July 2010) – that illustrates farming best practices and success stories from throughout the Western United States. As our document was being prepared, we were asked to testify before a Senate water committee about the report, which was seen by policy makers on Capitol Hill as a constructive approach to educating policy makers on how to solve vexing water challenges. We have since distributed the PDF version of that report to national conservation, water and farming organizations; Western governors; Congressional offices; key Obama Administration policy makers; and the media, including blogs and group websites, where the report has already generated interest. It is available online at: <http://familyfarmalliance.clubwizard.com/IMUpload/Final%20Water%20Management%20Report.pdf>.



Going forward, we commit to working with interested parties to host watershed tours throughout the West, with the goal of helping policy makers and practitioners understand and implement collaborative, grassroots-based best practices for watershed management. As a first step, we will host a tour of the Little Snake River watershed in Wyoming – one of the case studies outlined in our report – which highlights the successes that can be achieved through integrated, collaborative watershed management and the importance of locally led management efforts.

## Carter S. Roberts

President and Chief Executive Officer, World Wildlife Fund



The World Wildlife Fund (WWF) commits to the following actions: We will complete our work with the Alliance for Water Stewardship, in partnership with Diversey, Inc. and others, to develop voluntary standards for water stewardship. Working with growers in the field and leaders of major commodities industries such as corn, soy, coffee and sugar, we will develop more efficient and sustainable water use practices. We will continue our work with Mars, Coke, Kraft, Walmart and other industry leaders to advance this area. We will work with Stanford University, The Nature Conservancy and other partners to develop the policy and market conditions necessary for the viable trading of ecosystem services. We will work with government, the private sector and nongovernmental organizations to develop water conservation and management regimes that are adaptive in the face of climate change. We will implement all these approaches in the WWF's priority conservation areas around the world, which in the United States includes the Northern Great Plains, the rivers and streams of the Southeastern United States, the Chihuahuan Desert and the U.S. Arctic.



## Jeffry Sterba

Chairman of the Board, PNM Resources

PNM Resources commits to the following actions: We will continue our water sustainability focus to reduce the intensity of freshwater use of our generation portfolio while we prepare for a carbon-constrained future. We commit that all future facilities will be evaluated for zero-discharge or dry-cooling, if practicable. We will also continue our involvement in helping to develop appropriate water markets in the Southwest United States to enable new mechanisms for the trading of water rights while respecting the unique role of water in the Southwest's culture and heritage.

## Rebecca Wodder

President, American Rivers

Our long-term goal is that healthy rivers contribute to the resilience of both human and natural communities. This requires fundamental changes in the way we manage land, water and infrastructure. Over the next three years, American Rivers will identify, develop, test and communicate new models of water management and policy that manage for the volatility and uncertainty of a changing climate. We will share these models through the web, the media, speaking engagements and briefings and advocate policies that foster their widespread adoption.



American Rivers is also committed to building a constituency for community stewardship of healthy watersheds through two primary mechanisms. The establishment and promotion of a national "blueways" initiative (the water equivalent of greenways) seeks to better link communities with the natural world and specifically freshwater. Our National River Clean-up Program aims to foster a spirit and ethos of volunteerism around rivers and serves as a powerful entry point for millions of Americans to take action and learn more about what they can do to better manage water and rivers. Finally, we will advocate on behalf of many of the policy recommendations contained in the *Call to Action*, including but not limited to the establishment of a Freshwater Commission.

The time to lead is now.

[www.johnsonfdn.org/chartingnewwaters](http://www.johnsonfdn.org/chartingnewwaters)



It has been said there are two ways to achieve change — through crisis or through leadership. Freshwater is too important to our ecosystems, communities and national security to wait for a crisis.

These are the Commitments to Action made by participants of *The Johnson Foundation Freshwater Summit*, an intensive collaborative effort among leaders from business, nongovernmental organizations, agriculture, academia, government, foundations and communities to unite around the challenges facing U.S. freshwater resources and catalyze solutions to address them. The complete text of *Charting New Waters: A Call to Action to Address U.S. Freshwater Challenges* and supporting information can be found at [www.johnsonfdn.org/chartingnewwaters](http://www.johnsonfdn.org/chartingnewwaters). For more information, please contact:



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