datapoints

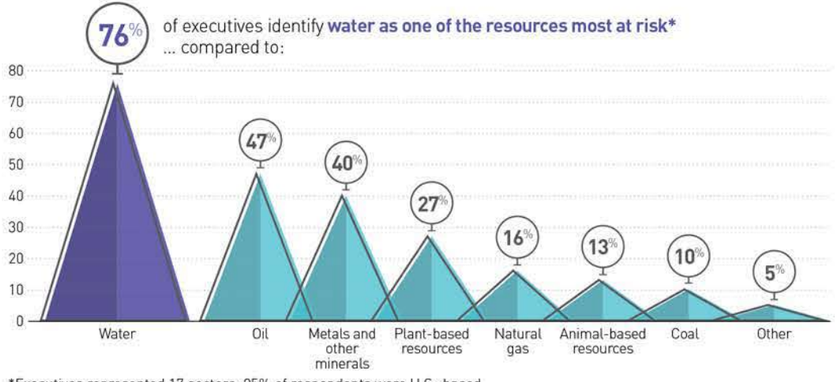
Forward's look at water as a diminishing industrial resource

Running Dry

It's easy to take the widespread availability of water for granted. But as droughts persist and consumption rises, businesses must secure their water supply—or risk increasing costs and shrinking resources.

#3

The World Economic Forum ranks water third among top global risks—after fiscal crises (1) and structurally high unemployment (2).



*Executives represented 17 sectors; 85% of respondents were U.S.-based

Resource Woes

79% of U.S. companies say they currently face water challenges, including an insufficient supply, pollution, contaminated drinking water, crumbling infrastructure and degraded ecosystems.

84%

believe they'll face challenges **in the next 5 years**

Taking action...

More than 75% of U.S. companies say they employ water use efficiency or pollution-reduction practices

...but is it enough?

More than 30% of companies acknowledge water-related challenges, but say they lack the resources to respond effectively

Nearly 60%

acknowledge water-related challenges, but say other issues are more important

Insights From Indiana

The Anderson Economic Group, a Michigan-based consulting firm, analyzed census data to determine the percentage of each state's employment in water-intensive industries, finding the greatest concentration in the Great Lakes region. Though agriculture accounts for 80% of U.S. water consumption, it supports a smaller fraction of jobs than manufacturing. Indiana's economy, heavy on manufacturing and other water-intensive jobs, turned out to be particularly reliant on water.

1 The state's national ranking in water-related employment as a percentage of total jobs

23.3% Share of Indiana jobs in water-related industries

...which equates to nearly **$70 billion in annual economic activity**

Mitigation in Action

Cummins, a Columbus, Indiana-based designer and manufacturer of diesel and natural gas engines, launched a water management strategy in 2011, determining how each facility uses and discharges water, interacts with local watersheds and impacts the company's overall footprint. Then, Cummins measured and managed water use at each site.

24% Reduction in Cummins' global water consumption since implementing its water management system

Ford in Focus

At its 80 plant locations worldwide, the automaker has been cutting water use for over a decade. Its strategies include minimizing water consumption at Ford facilities; using alternative, lower-quality water sources; meeting wastewater discharge standards; and investing in water technology, such as reverse-osmosis systems, based on local water scarcity and cost effectiveness.

5% Reduction in water used per vehicle produced by Ford between 2012 and 2013

61% Reduction in Ford's global water use between 2000 and 2013 through its water management initiative

...that's 10.6 billion gallons

Sources: World Economic Forum, Ernst & Young, Vox Global/Pacific Institute, Ceres, Intera/Indiana Chamber of Commerce, Anderson Economic Group, Ford, USDA