



**Touching 100 million hearts**



The word cloud features the word **MONEY** in the largest, central font. Surrounding it are various other terms in different sizes and colors, including: Sustainability, Communication, Awareness, Peak Water, Sewage disposal, Changing water sources, Gender Problems, Corruption, Hygiene, Training, Disease, Scalability, Awareness, Sanitation, Ignorance, Hunger, Livelihood, Inefficient use of time, Cultural barriers, Poverty, Daily Struggle, Rising costs, Resource Wastage, Water- NO SUBSTITUTE resource, Pollution, Over-consumption, Social and Cultural Taboos, and Accessibility. The words are arranged in a circular pattern around the central 'MONEY' word.

**Sustainability**

**Communication**

**Awareness**

**Peak Water**

**Sewage disposal**

**Changing water sources**

**Gender Problems**

**Corruption**

**Hygiene**

**Training**

**Disease**

**Scalability**

**Awareness**

**Sanitation**

**Ignorance**

**Hunger**

**Livelihood**

**Inefficient use of time**

**Cultural barriers**

**Poverty**

**Daily Struggle**

**Rising costs**

**Resource Wastage**

**Water- NO SUBSTITUTE resource**

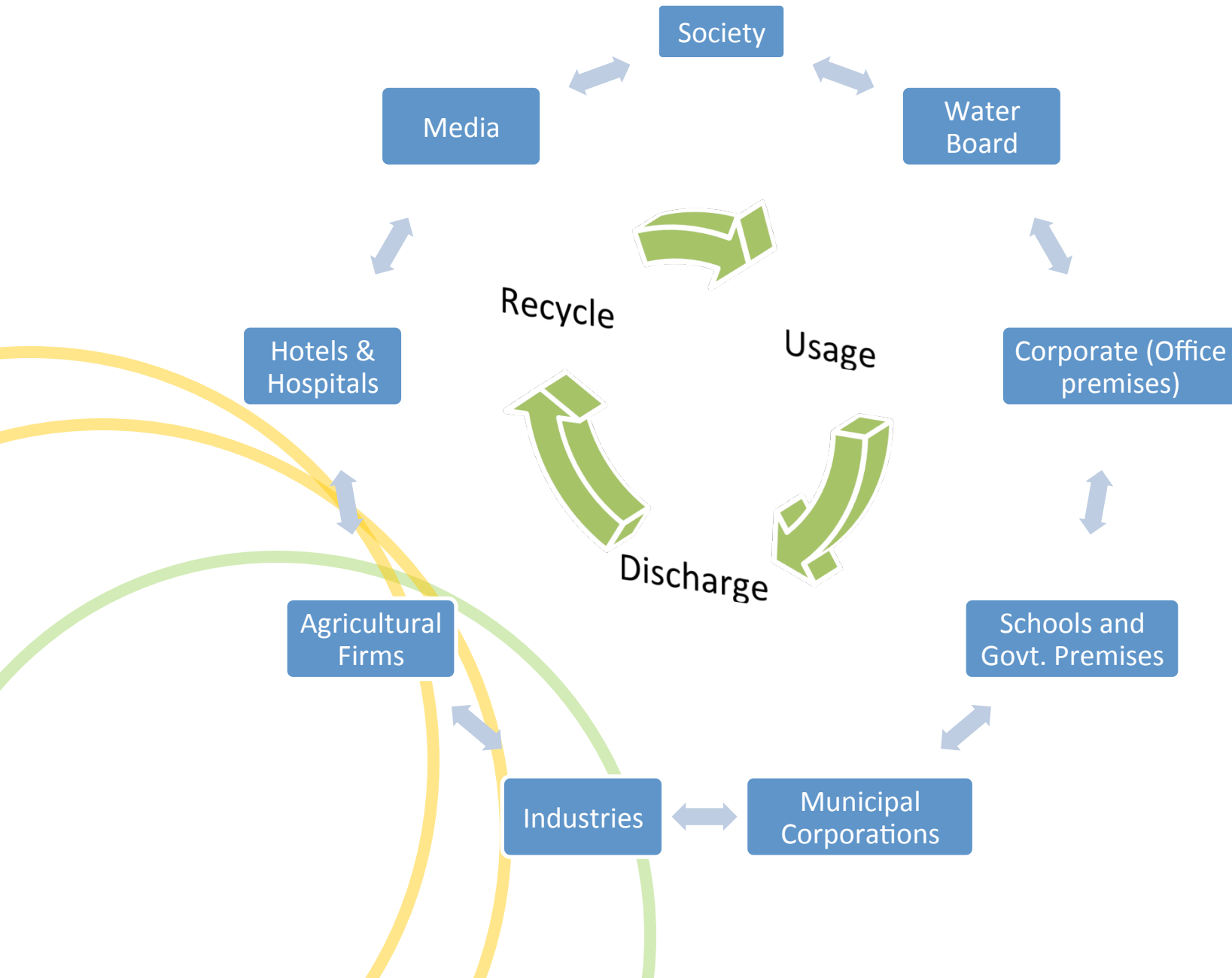
**Pollution**

**Over-consumption**

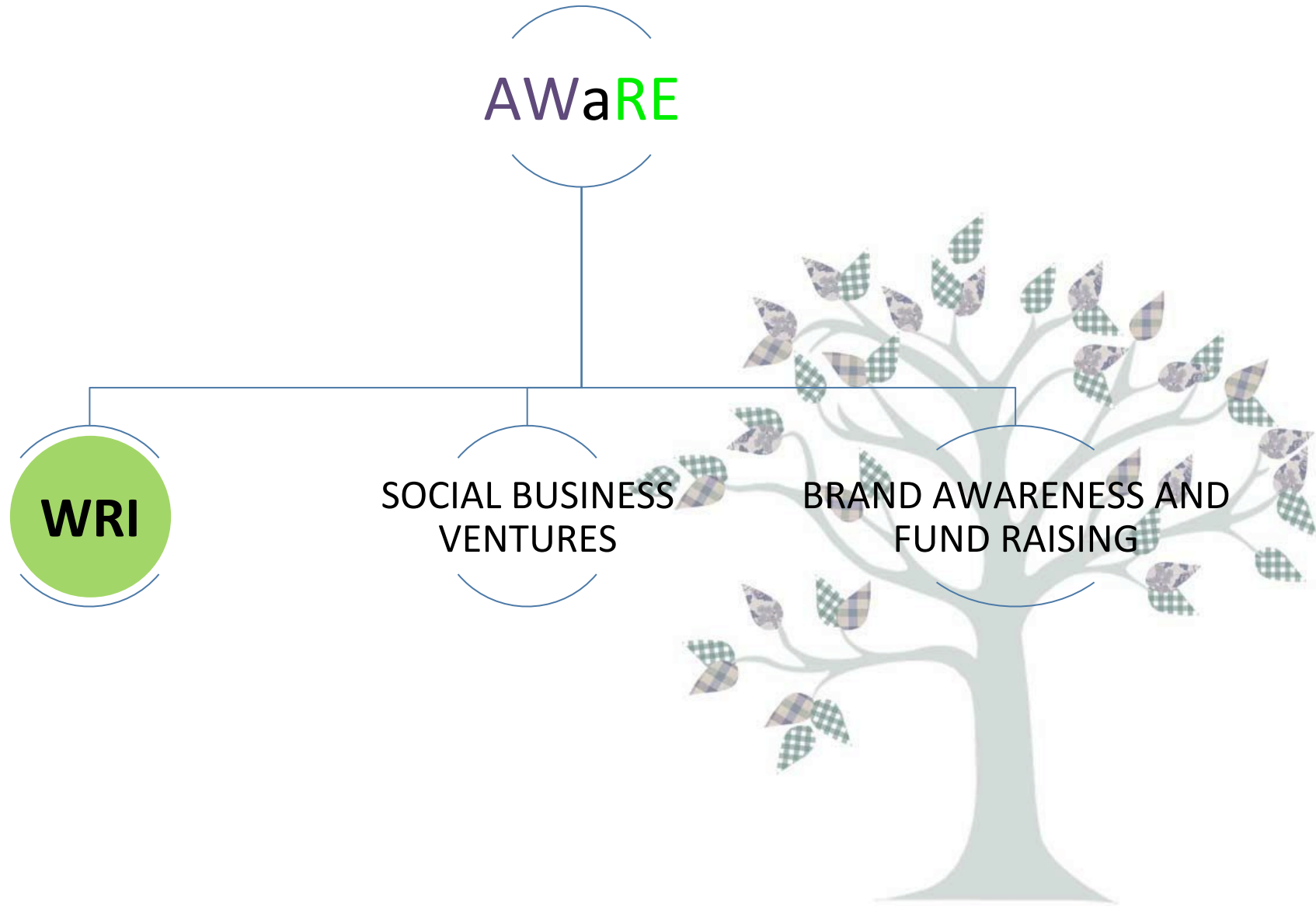
**Social and Cultural Taboos**

**Accessibility**

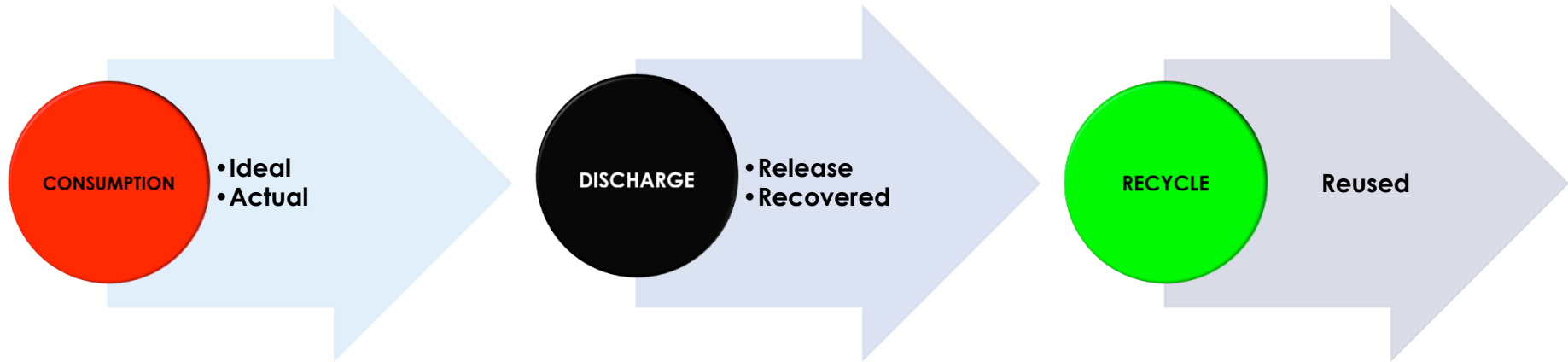
**Increasing demand**







- Need to measure the company's H<sub>2</sub>O Balance sheet
- Water use parity – Society and Businesses
- Public disclosure of Index result
- Implementation and Benchmarking
- Revenue generated through annual certification & Consulting



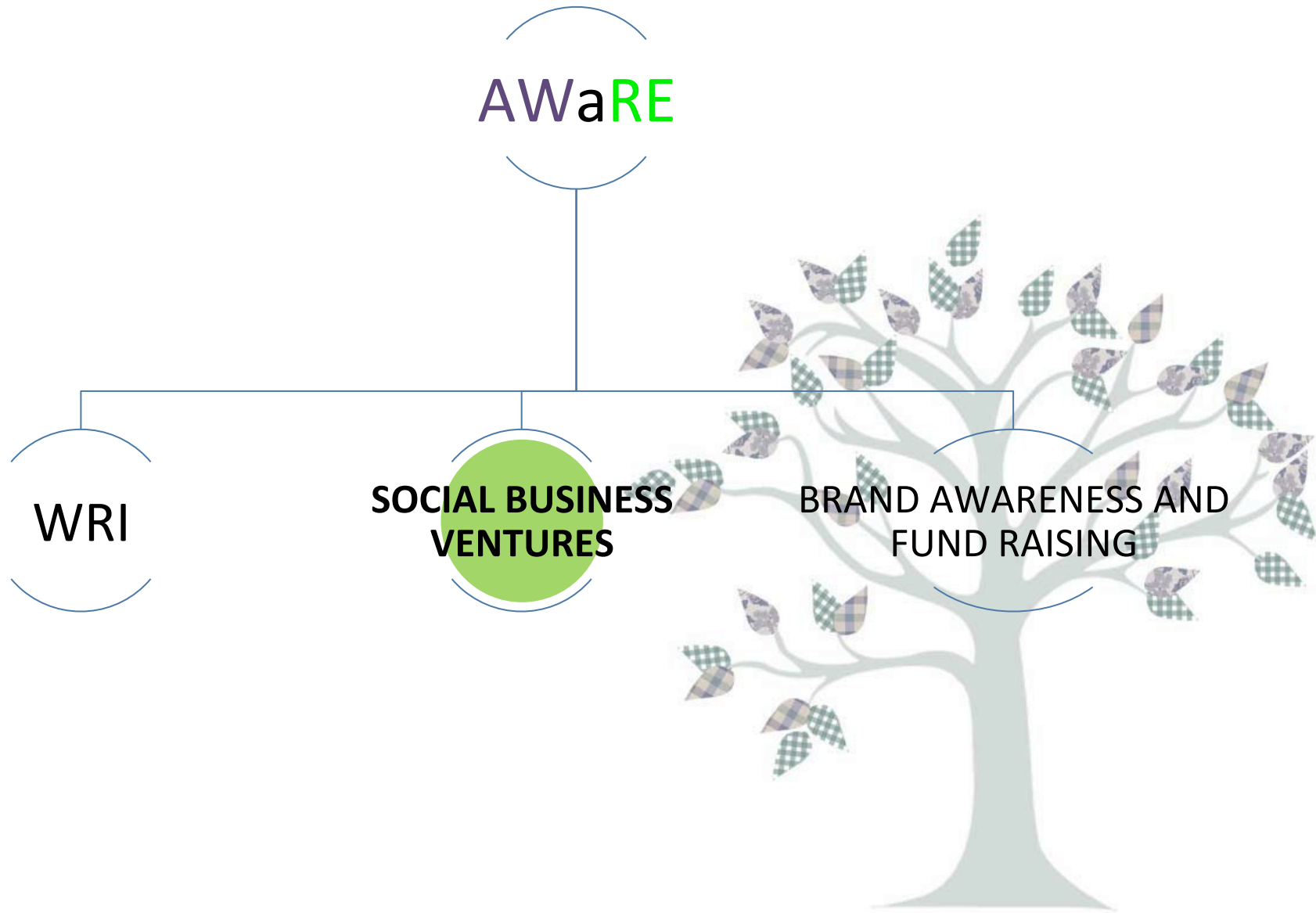
## Components

 **Water Responsibility Index:**  
(Water Usage Index + Water Restoration index)/2

 **Water Usage Index:**  
Ideal Water Consumption/ Actual Water Consumption

 **Water Restoration Index:**  
Water Restored + Usage of Restored Water / (Total water consumption from fresh water resources)

A:B







# Potential Social Business Joint Venture

**P&G**



**vodafone**



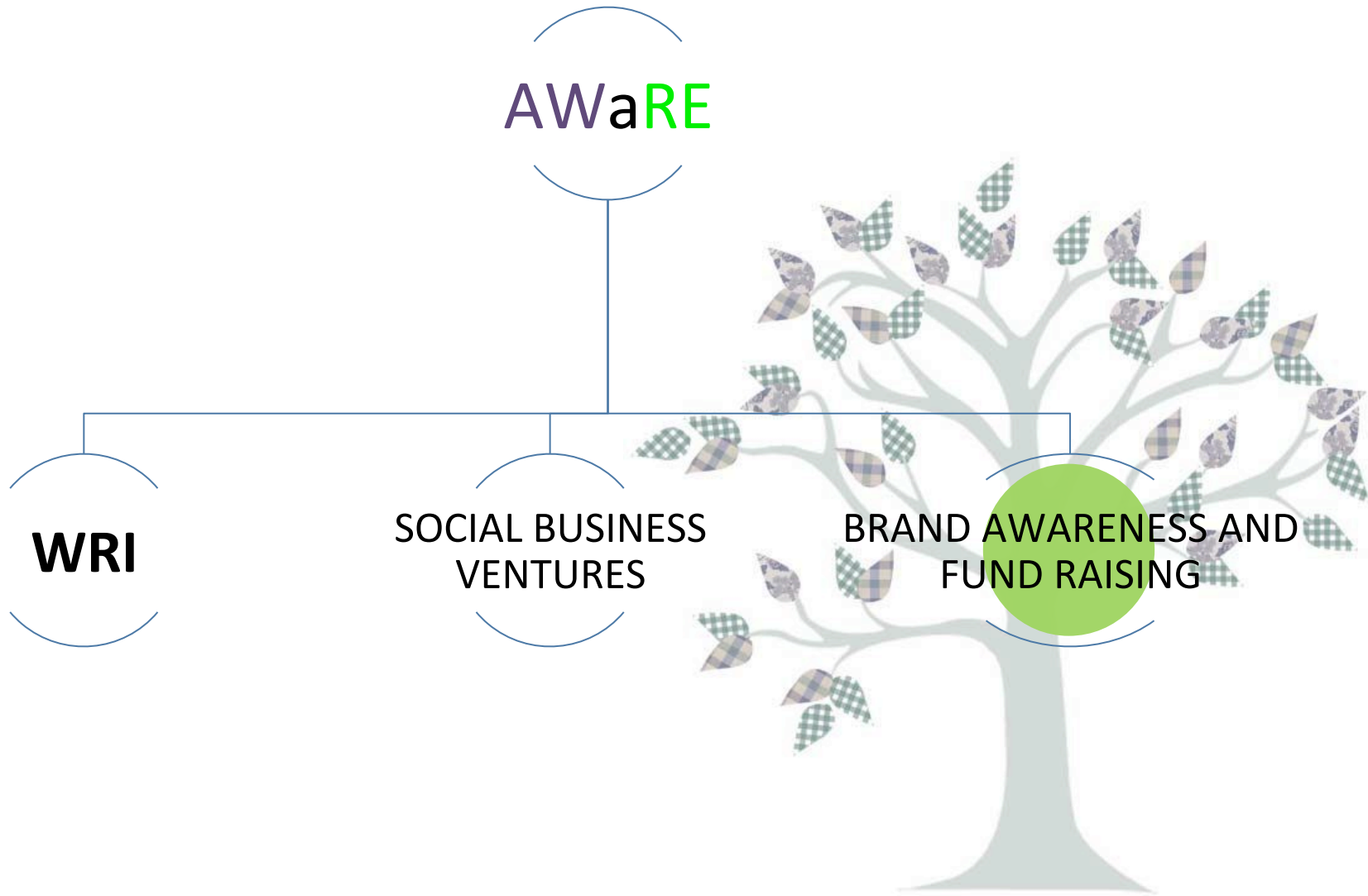
Unilever

**WAL★MART**



GlaxoSmithKline





## Water.org Brand

### CHALLENGES

- Brand relatively unknown compared to other organisations

### SOLUTIONS

- Lobbying government and other organisations has the highest impact
- Social Network Sites

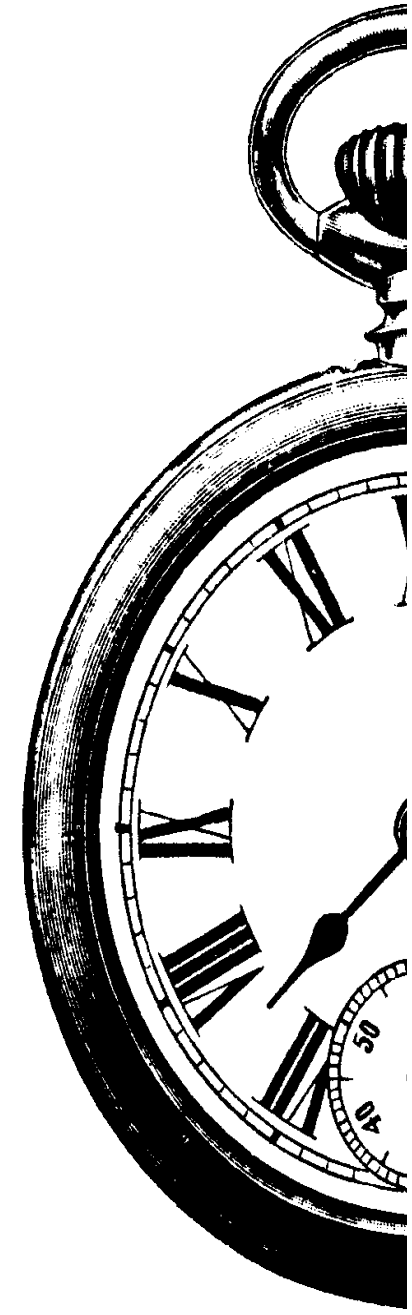
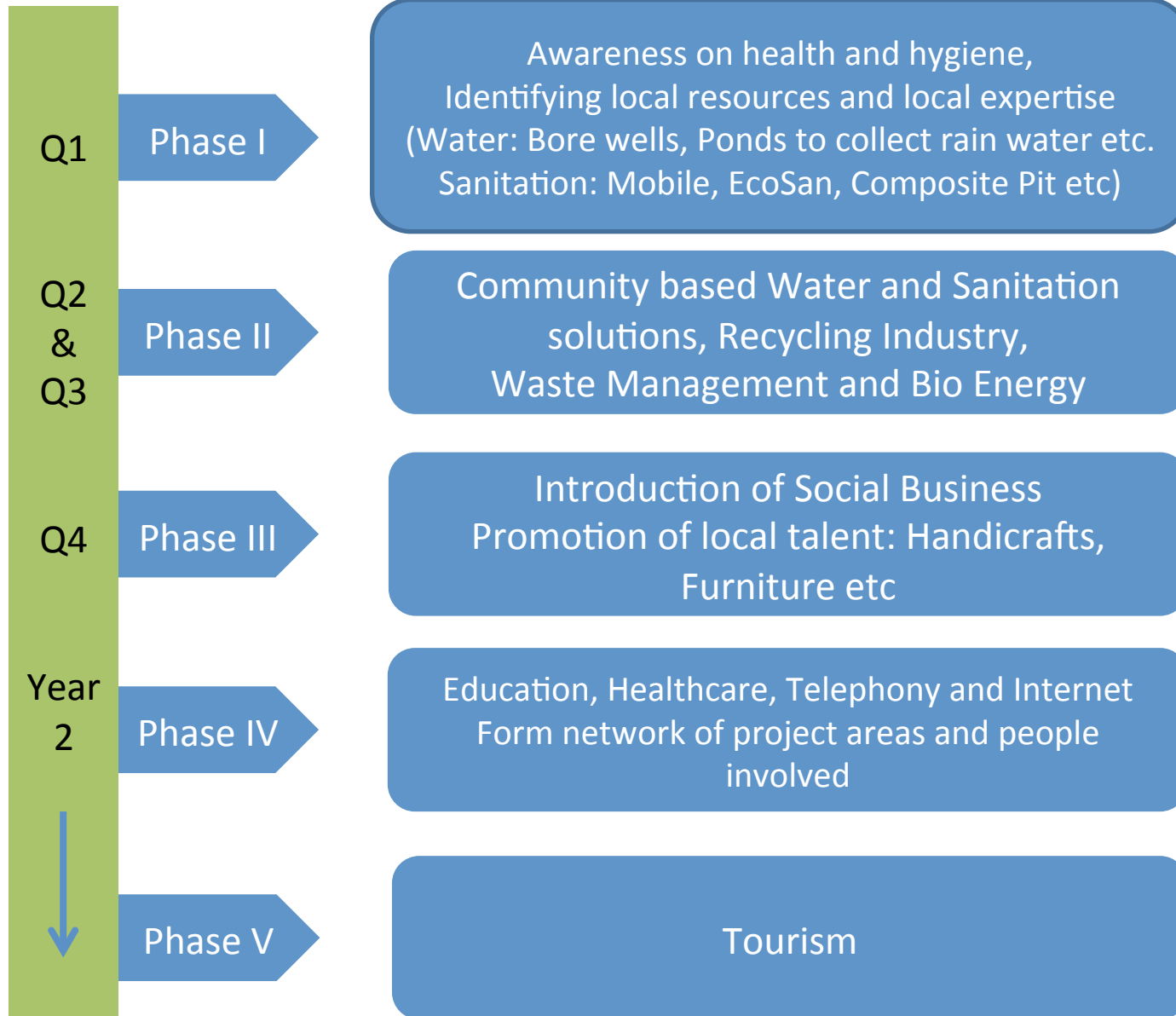
## Revenue Streams

### CHALLENGES

- Compassion and Charity fatigue
- More natural disasters and pleas for emergency aid

### SOLUTIONS

- Opportunity to tie in with utility companies worldwide
- \$50 million per annum raised if only 1% of population of 10 countries contribute 50 cents per month
- Online sales of handicrafts from villages receiving aid can raise more than \$500 million per annum
- Pyramid Fund Raising



The image features a light green background with a pattern of stylized grass blades at the bottom. The top corners are decorated with black and pink floral and vine motifs. The central text "Thank you" is written in a bold, black, sans-serif font.

**Thank you**

# WRI- Illustration Example

Scenarios	Ideal Consumption	Actual Consumption	Restored	Re-Use	Usage Index	Restoration Index	WRI Rating
Case 1	10	15	0	0	0.667	0.000	0.333
Case 2	10	15	2	0	0.667	0.133	0.400
Case 3	10	15	2	1	0.667	0.200	0.433
Case 4	10	15	2	2	0.667	0.267	0.467
* All Figures in Liters							