



Corporate Responsibility Advantages

Public & Private Water Partnerships

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Harvard Business School

On Corporate Responsibility

The New Frontier...

Facing the challenges of a deepening global recession and limited financial resources, many companies are charting a new course...

As business leaders navigate this evolving terrain, they must satisfy the demands of customers, employees, investors, and governments—and develop new strategies that address the economic, social, and environmental impact of their business practices...



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Overview

- **Strategies to Create Business and Social Value Through CR ECO-Partnerships**
- **Connecting the Dots with “user friendly” applicable models**
- **Stakeholder Engagement - Customer Awareness - Reputation**
- **Public/Private Partnership Case Studies – Media, Corporations, College & Universities, Film & Next Generation**
- **Business Benefits & Advantages**



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Colleges & Universities

“Collectively Working Together To Make A Global Difference in Water Education, Conservation, Research, CR, Sustainable Business, Cities & Next Generation Needs”

Municipal Water District
South Coast Water District
Irvine Ranch Water District
Mesa Utilities
County of Orange
OC Water District
LA Sanitary District
Metropolitan Water
Golden State Water
Santa Margarita

Creating Green City Thinking

UCI “Women in Water”
Pat Mulroy
In Honor of Dorothy Green



Ocean Institute
OC Coast Keepers
Wyland

WIN – Water Innovation Now
“Creating Innovative Water Conservation Solutions and W.I.N” Inspire Kids!

Department of Education

Corporate Participation

Professional Action Sports Industry

UN/US International Water
Scarcity Global Conference 2008



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<http://video.fuel.tv/services/player/bcpid1873859657?bctid=1882714833>

<E:\Water Innovation Now Ocean View.ppt>

Media

“Linking the power of celebrity to environmental awareness, through film, music, television, and the entertainment industry to affect planetary sustainable change, generational awareness & CSR Advantage”

“Planet Green/Living With Ed”

Corporate Participation

BP, Toyota, Whole Foods,
Waste Management, Sony,
Warner Bros, Bonterra Wines,
SoCal Edison, Tiffany’s

Advisory Board

Clean Water Fund
Coalition for Clean Air
World Wildlife Fund
Heal The Bay
Union of Concerned Scientists
Terry Tamminen
US Green Building Council
NRDC



Education & Awareness

Green Seal
LA USD Organic Gardens

Celebrities for Environment

Young Hollywood /BOD
Vehicle for Generational Awareness

Partnered with City Mayors
throughout the State of CA to
Create the Green Cities Initiative
(National 2010)

EMA Green Carpet

Zero Waste, Water Reuse,
Conservation, Reuse, Reclaim
Goals



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Corporations

“Influencing project-based environmental competition for students in grades 4-6 that encourages them to make a difference in their schools, in their communities and at home”

Project based environmental Learning – Next Generation

K-12 Alliance

Corporate Partners

Cal Water

“Water Conservation”

State’s of CA & FL Disney has a major presence...

“Going National Next Year”



**Disney Planet Challenge
Inspire, Empower & Educate
Students to make a difference
in their community...**

Partnered with

- US Wildlife
- US EPA
- Department of Education, Jack O’Connell

National Science Teachers Association



Film

*“Working together To Make A Global Difference in Water Education, Awareness,
Environmental – Economic – Social Impact,
and Water Policy”*

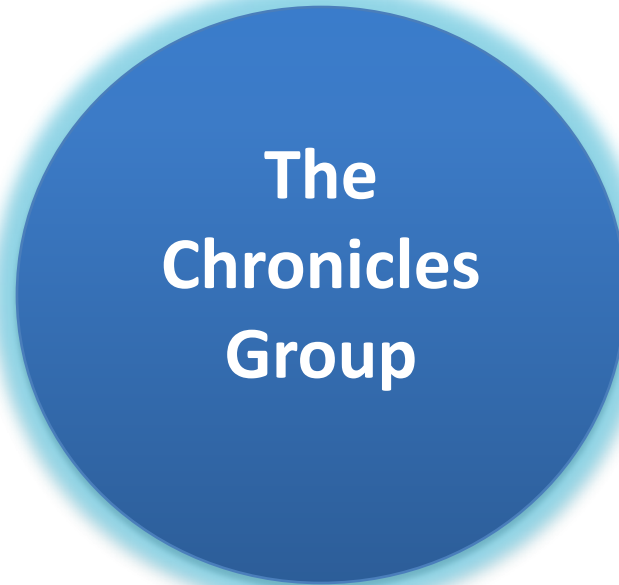
A Call to Action
Senator Paul Simon – Water
for the Poor Act “Tapped
Out”

Colleges/Universities

Power of Film to
Humanitarian Crisis

MWD **LBWD**
CWA **OCWD**
SNWA **NAWC**
LADWP

Raise Awareness & Educate the
Public
Focus on National & WW
Water Crisis



American Southwest
“Are We Running Dry?”
Featuring Jane Seymour

National Water Policy
Congressional
Branches of US
working with P&P
Sectors of Water

Internationally 2010



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CR Business Benefits & Advantages

- Improved Public Perception
- Creditable Reputation
- Brand/Consumer Assurance
- Competitive Edge
- Business Integration
- Partnership Leverage/Cross Share
- Better Ability to Manage Risk/Business Interruption
- Create Social Value
- Stakeholders Engagement/Community Involvement/Increased Water revenues
- Next Generation Awareness, Participation & Excitement
- Lease Opportunities
- Awareness of Latest Technology
- Ahead of the Game in Accountability and Ethical Behavior
- Ability to Meet Needs of More Informed Customers (Value/Partners)
- Partnerships in Business, Community, Government, Media, Regulators
- Develop New Research Directions
- Water Policy Development
- 2050 Water Plant Learning & Engagement
- Capacity Building – 40% Retiring in 5-10 yrs



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***“Never doubt that a small group of thoughtful,
committed citizens can change the world.
Indeed, it is the only thing that ever has”
Margaret Mead***

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