

# The Ceres AQUA GAUGE

## The Framework for 21st Century Water Risk Management

As pressure on water resources grows, businesses and investors need a standardized tool to help manage water risk. The Ceres Aqua Gauge™ is that tool. The Aqua Gauge is an easy and efficient way for companies to assess, improve and communicate their corporate-wide water risk management approach and for investors to understand how well companies are managing water-related risks and opportunities.

*“We are using the Aqua Gauge to analyze companies in our portfolios and to help us engage with companies on water risk.”*

— Jack Ehnes, CEO, California State Teachers' Retirement System (CalSTRs)

### How the Aqua Gauge works:

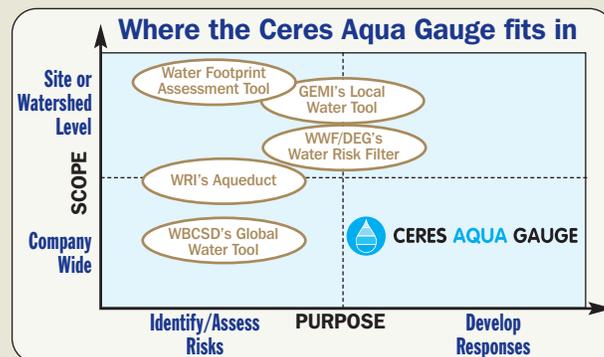
The Aqua Gauge offers a comprehensive Excel-based assessment tool for evaluating an existing water strategy or building one from the ground up. The Aqua Gauge helps companies:

- **Frame and assess options for managing water risk.** Defines the multiple facets of an effective water risk management approach and allows companies to benchmark current activities against leading practices.
- **Prioritize and improve responses to water risk.** Provides an intuitive, graphic output from which existing strengths and weaknesses are instantly apparent, facilitating prioritization where improvement is most critical.
- **Communicate key water risk information to stakeholders.** Helps companies identify and disclose information most relevant to stakeholders in the most effective way. In particular, the tool output can be used as the basis for a dialogue with investors.



### How does the Aqua Gauge differ from other “water tools”?

Most water tools currently available help companies with risk assessment—for example, identifying exposure to physical water scarcity. The Aqua Gauge instead helps companies identify what needs to be done to address risk effectively and prioritize efficiently. The Aqua Gauge also provides clear guidance on how to respond to water-related physical, reputational and regulatory risks.



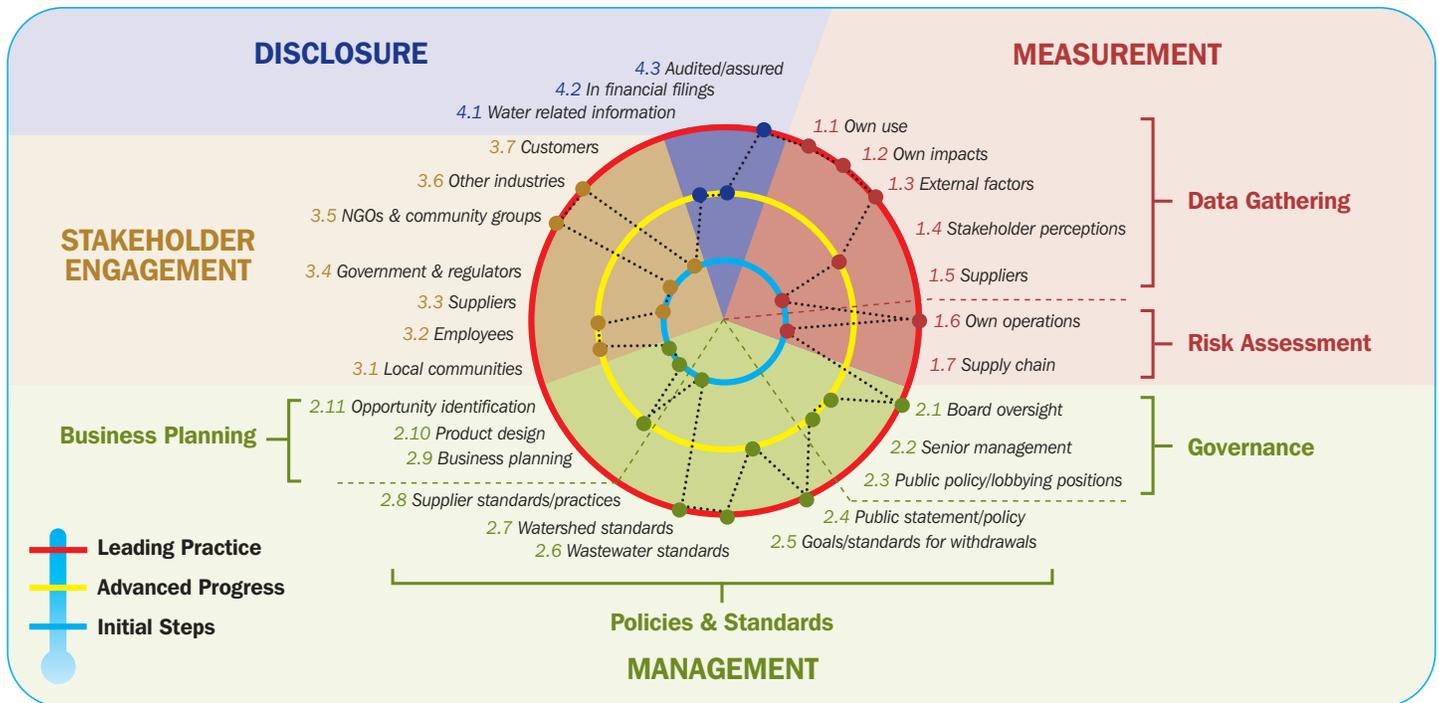
*“The Aqua Gauge provided a flexible yet comprehensive view of the facets of water management, helping us frame our discussions to prioritize actions into a logical roadmap that fit our business.”*

— Todd Swingle, Environmental Manager, Cummins, Inc.

*“The Aqua Gauge reflects the most advanced thinking available on corporate water management. It’s a ground-breaking framework that we are using and sharing with suppliers and customers. The Aqua Gauge is much more than just another ‘water tool.’ It doesn’t just fill a niche— it sets the stage for developing a strategic, holistic response to water risk.”*

— Greg Koch, Director, Global Water Stewardship, The Coca-Cola Company

**Sample Aqua Gauge output. The Aqua Gauge provides a holistic picture of the maturity of a company’s water management approach.**



## The Aqua Gauge is:

- **A credible, third-party benchmark** endorsed by investors managing \$2 trillion in assets, as well as by leading companies and environmental groups.
- **Leadership-oriented and practical**, providing a detailed water management roadmap that is adaptable to a range of sector and risk profiles, and appropriate for high-level internal discussions.
- **Free to download and simple to use**—no proprietary data is required. Just download the Excel tool and get started.
- **Aligned with relevant water tools.** The Aqua Gauge directs you efficiently to relevant water-related metrics and risk tools, resources and initiatives that can support your water strategy.
- **A resource that supports disclosure and company engagement with investors.** The Aqua Gauge helps you identify the water management information most relevant to investors, and facilitates your response to surveys such as the CDP Water information request.

**The Aqua Gauge was developed by Ceres, the World Business Council for Sustainable Development, Irbaris and the IRRIC Institute in consultation with over 50 investors, companies and NGOs.**



### FOR MORE INFORMATION

Download the Aqua Gauge:  
[www.ceres.org/aquagauge](http://www.ceres.org/aquagauge)

**To learn more about receiving an Aqua Gauge assessment for your company, contact:**

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