

WILL SARNI + GREG KOCH

Foreword by Stanley A. Motta — Latin America Conservation Council Member

**CREATING 21ST CENTURY
ABUNDANCE
THROUGH PUBLIC POLICY
INNOVATION**

MOVING BEYOND BUSINESS AS USUAL

One of the greatest challenges of the 21st Century is the problem of how the public and private sectors can sustain economic development, business growth, social well-being and ecosystem health in the face of accelerating demand for water, energy, and food. "Business as usual" projections of scarcity in water, energy, and food predict a lack of these resources sufficient to sustain economic and business growth as well as an adequate standard of living worldwide.

Developments in technology are well documented, but this is the first book to explain the role of innovation in public policy and governance, a topic which is frequently overlooked and often frustrates developments in technology and business. Without innovation in public policy and governance, innovation in technology solutions will face persistent headwinds for adoption. The book showcases these innovations and creates a roadmap of what needs to change to drive economic development, business growth, social wellbeing and ecosystem health in the 21st Century



Earthscan Water
Text Series

WATER STEWARDSHIP AND BUSINESS VALUE

CREATING ABUNDANCE FROM SCARCITY

William Sarni and David Grant

Foreword by Stuart Orr

earthscan
from Routledge

The tangible value of increased water efficiency and reuse and recycling and improved social license to operate are moving more companies to adopt water stewardship strategies. This book frames an expanded strategy for water stewardship and business value creation. Value creation from this expanded water strategy consists of: innovation in technology, financing and funding, business models, partnerships; and brand value. This value creation benefits a range of stakeholders including consumers, customers, investors and employees.

The book shows that until recently the linkage between full business value and water strategy has been missing from the corporate agenda. This linkage and value creation from a leading water strategy is increasingly important to socially responsible investors and "aspirationals" who value companies that have a social mission or focus to their overall business strategy. In general, the largest portion of a company's market capitalization is intangible value and understanding how a water strategy contributes to this intangible value is essential.

The authors include cases studies and a framework or path forward to guide companies as they seek to build leading water strategy that goes beyond water stewardship to drive full business value from this investment. The book establishes the linkages and value from an integrated water strategy and business strategy and an approach for companies to follow.