

NATIONAL WATER REUSE ACTION PLAN

COMPLETED ACTION



Action 8.4: Establish a Water Reuse Champion Award Program for Private Sector Companies

Background

Across the country, an increasing number of businesses are recycling water or sourcing recycled water for use in their operations. The U.S. Chamber of Commerce, the WaterReuse Association, Veolia, and University of Pennsylvania Water Center partnered to develop and present an annual Water Reuse Champion Awards Program that recognizes top Fortune 1000 companies that incorporate best-in-class water recycling programs, showcasing how water recycling is helping companies achieve their stewardship values and water management goals.

This award program is intended to recognize the significant industrial and corporate sector achievements in adopting and promoting water reuse. After receiving the award, winners gain international recognition and positive media exposure that highlights their successful programs and projects that advance water reuse.

Accomplishments/Impact

- Developed a co-authored [blog](#), titled *Increasing Water Recycling is an Imperative for Business*, that announced the partnership between WaterReuse, Chamber of Commerce, Veolia, and the University of Pennsylvania Water Center. The blog introduces the Industrial Water Reuse Champions Award and describes the importance of innovation in the water sector.
- Presented the 2023 Industrial Water Reuse Champions Award to APA Corporation, PepsiCo, and Intel Corporation at the 2023 WaterReuse Symposium.
 - APA Corporation was selected for their produced water management (i.e., water from secondary recovery and hydraulic fracturing) in the Permian Basin. Over 95 percent of water used over the last five years is recycled produced water or non-fresh groundwater.
 - PepsiCo was recognized for their current water reuse efforts and future strategy for water resilience. PepsiCo recycles about 75 percent of process water at a potato chip manufacturing facility, installed technologies to produce potable water for reuse in processing, and provided a grant to a water replenishment district to pilot an inland injection well for aquifer recharge.
 - Intel Corporation was selected for investing about \$1 billion in onsite industrial wastewater treatment facilities in Israel, Arizona, and Oregon ([Water Technology](#), 2023).
- The Industrial Water Reuse Champions Award has since expanded to consider international companies, as well. The Global Industrial Water Reuse Champions Award was [presented](#) at the 2023 Sustainability and Circular Economy Summit to the Carlsberg Group and Kimberly-Clark Corporation.
 - Carlsberg Group reduced annual water consumption by 500,000 cubic meters at their brewery in Denmark and nearly eliminated wastewater from brewing operations.
 - Kimberly-Clark reduced water consumption by 40 percent in manufacturing sites located in areas affected by water stress, and anticipates meeting or exceeding their goal of reducing their water footprint by 50 percent by 2030.

Action Team

Action Leaders

- International Desalination Association**
 - Shannon McCarthy (smccarthy@idadesal.org)
- U.S. Chamber of Commerce**
 - Chuck Chaitovitz (CChaitovitz@USChamber.com)
- University of Pennsylvania Water Center**
 - Joanne Spigonardo (spigonaj@sas.upenn.edu)
- Veolia**
 - Jon Freedman (jon.freedman@veolia.com)
- WaterReuse Association**
 - Lydia Silber (LSilber@watereuse.org)

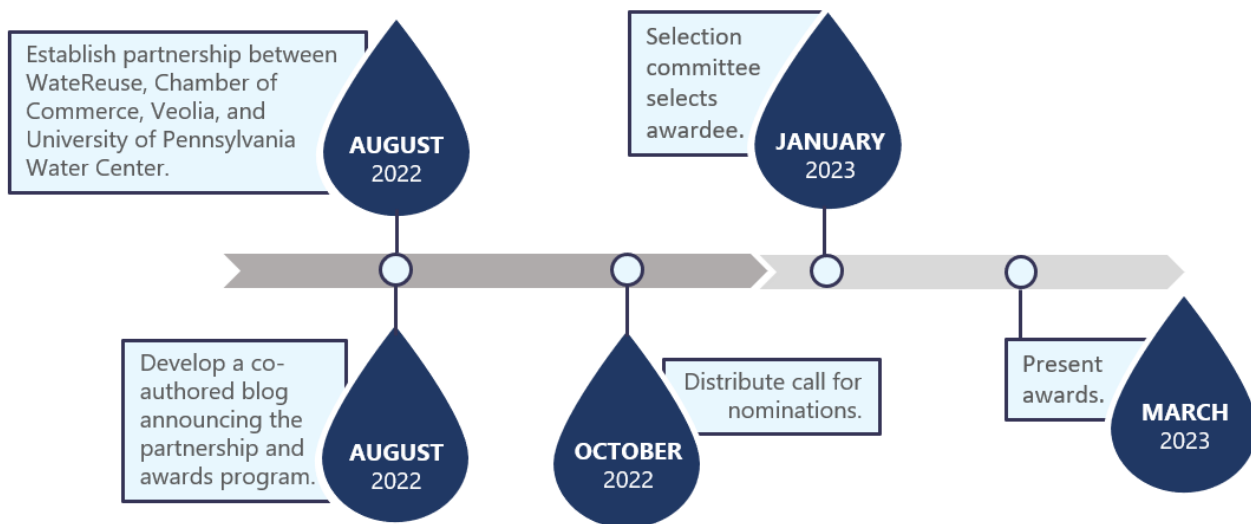
Action Partner

- GreenBiz Group**

Impact

- Raises the visibility and prominence of water recycling within the industrial sector and shares examples of how businesses can implement water reuse to achieve various goals. These goals may include saving money and resources, reducing the environmental footprint, and ensuring long-term water supplies for customers, employees, and local communities.
- Facilitates information sharing between stakeholders in government, academics, trade associations, water services, and industry.

Action Implementation Process



Potential Future Activity

- Continue to seek and announce the Industrial Water Reuse Champions Award winners on an annual basis at public forums. The 2024 Industrial Water Reuse Champions Awards are open to domestic and internationally based companies; one round of winners will be selected.

Additional Resources

- WaterReuse Association. 2022. *Increasing Water Recycling is an Imperative for Business*. <https://watereuse.org/increasing-water-recycling-is-an-imperative-for-business/>
- WaterReuse Association. 2023. *Carlsberg and Kimberly-Clark Win Global Industrial Water Reuse Champions Awards*. <https://watereuse.org/carlsberg-and-kimberly-clark-win-global-industrial-water-reuse-champions-awards/>