



## Carpe Diem

WESTERN WATER & CLIMATE CHANGE

A PROJECT OF EXLOCO - PATHFINDING IN THE NEW WEST

December 12, 2008

**Dear Kimery,**

"Water is the new carbon' - we've been telling our our clients that for the past two years." A well-known business sustainability consultant told me that last week as I chaired the [Corporate Water Footprint](#) conference in San Francisco. The audience of over 100 senior managers from companies like **IBM, Steelcase, Cisco, GE, Coca Cola, Adobe, Intel, ConAgra** - the 'green' and 'wanna-be green' lead corporations - were there to talk about how they are lowering their "water footprint", and starting to examine the huge impacts that climate change is bringing to water supply and quality.

As most of the conference participants were executives of major corporations, and therefore in the business of lowering costs to increase the bottom line, the two-day conference centered around water use technology and management systems - reduce, reuse, recycle. **All smart, sound approaches.**

In addition, the conference touched on key questions familiar to those of us working over the past year on Exloco's [Carpe Diem - Western Water & Climate Change](#) initiative. We're all in the watershed - **how do we most equitably and sustainably share the water?** How can long-term business, or rural and urban water supply, or ecosystem management, decisions be made in the face of the uncertain weather patterns and extreme weather events that climate change is bringing?

**The take home message from the conference:** In the face of climate change, corporate business models have to be expanded to include watershed/basin collaboration with scientists, NGOs, water agencies - all the key stakeholders. As one presenter said: *"We need to better understand - and quickly - the cost of inaction versus the cost of adaptation. We need a framework for collaboration and for ways to make the tough choices ahead."*

For more on the conference, you can review the [excellent presentations](#).

**Seize the Day - The Carpe Diem Project**

Through its network of more than 500 decision makers, Exloco's [Carpe Diem - Western Water & Climate Change](#) project is building the center for change - for smart, science-based pragmatic responses to the increasingly devastating impacts climate change will have on the West's water. We are:

- **Engaging** the next Administration and Congress in creating a pro-active role for the federal government in addressing climate change impacts on the West's waters and rivers;
- **Developing** cross-sector projects to link protection of ecosystems with more secure urban and rural water supplies; and,
- **Ensuring** that the leadership in the field has the tools, connections and information needed to be successful.

### **Please support**

As Exloco Board member [Ron Sims](#), Executive for King County, Washington said at the first Carpe Diem project summit: "**Climate change forces reality upon us - we are all connected and no solo acts will do the job at hand. We must move forward together with the will and vision to take risks.**"

We are providing the means and opportunities for all of us to take those steps together with a common vision for a sustainable future. **Please join** the charter supporters of Exloco's Carpe Diem project - your tax-deductible contribution will provide the critical support needed for this pioneering work. [www.exloco.org/invest](http://www.exloco.org/invest)

Wishing you and yours the best of the season,

### **Kimery Wiltshire**

President & CEO

### **About Exloco**

New strategies for a healthy and vibrant West

Exloco incubates new campaigns and initiatives, developing solutions to environmental sustainability challenges in the western United States. We partner with investors - venture philanthropists, social change organizations, progressive public agencies and corporations - committed to advancing new strategies for a healthy and vibrant West. ex'lo'co (ex'loco) adj., beyond the place [Latin] [www.exloco.org](http://www.exloco.org)