

La información que contiene este documento tiene carácter general y pretende ofrecer a nuestros clientes nuestro enfoque sobre sus necesidades de asesoramiento profesional en la materia objeto de la misma, con la información que disponemos en el momento de su elaboración. Aunque la información que contiene tratamos que se encuentre actualizada en el momento en el que ha sido realizada, puede que no lo continúe estando una vez transcurrido el tiempo. Las ideas y la metodología que esta se detalla, no debe ponerse en práctica sin el adecuado asesoramiento profesional y tras un análisis apropiado de las circunstancias particulares en cada

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Agua y Sostenibilidad
Cursos de Verano 2007 – Universidad Rey Juan Carlos

Riesgos ambientales y responsabilidad social

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Riesgos ambientales y responsabilidad social



Qué ha cambiado

¿por qué las empresas están preocupadas ahora de este tema?

Mas grandes, nuevas responsabilidades

Mayor influencia, extensión de la responsabilidad
Licencia para operar

Mas cerca de las personas

Vendemos experiencias

Regulación y reputación

El cuadro de control ha dejado de enviarnos señales

Aguas arriba
(Materiales,
Condiciones de
proveedores y
contratistas, etc.)



Aguas abajo
(Consecuencias de los
servicios que se prestan)

Plantas Desaladoras
Expertos con
diferencia

aqualia y el mar.
Trabajamos por las personas
y su entorno

Es lo que nos mueve a generar e impulsar proyectos de captación y potabilización en zonas costeras, buscar hoy soluciones del mañana capaces de abrir nuevas vías de desarrollo que garanticen la calidad del agua, aplicando las últimas tecnologías en Plantas Desaladoras en sintonía con la Directiva Marco de la Unión Europea.

Es lo que nos diferencia, ser expertos en el bienestar de las personas, respetando su entorno.

Más información en www.aqualia.es



svez

SUSTAINABLE DEVELOPMENT

CORNERSTONE
OF
OUR
STRATEGY

DELIVERING THE ESSENTIALS OF LIFE

El papel de los negocios ha cambiado

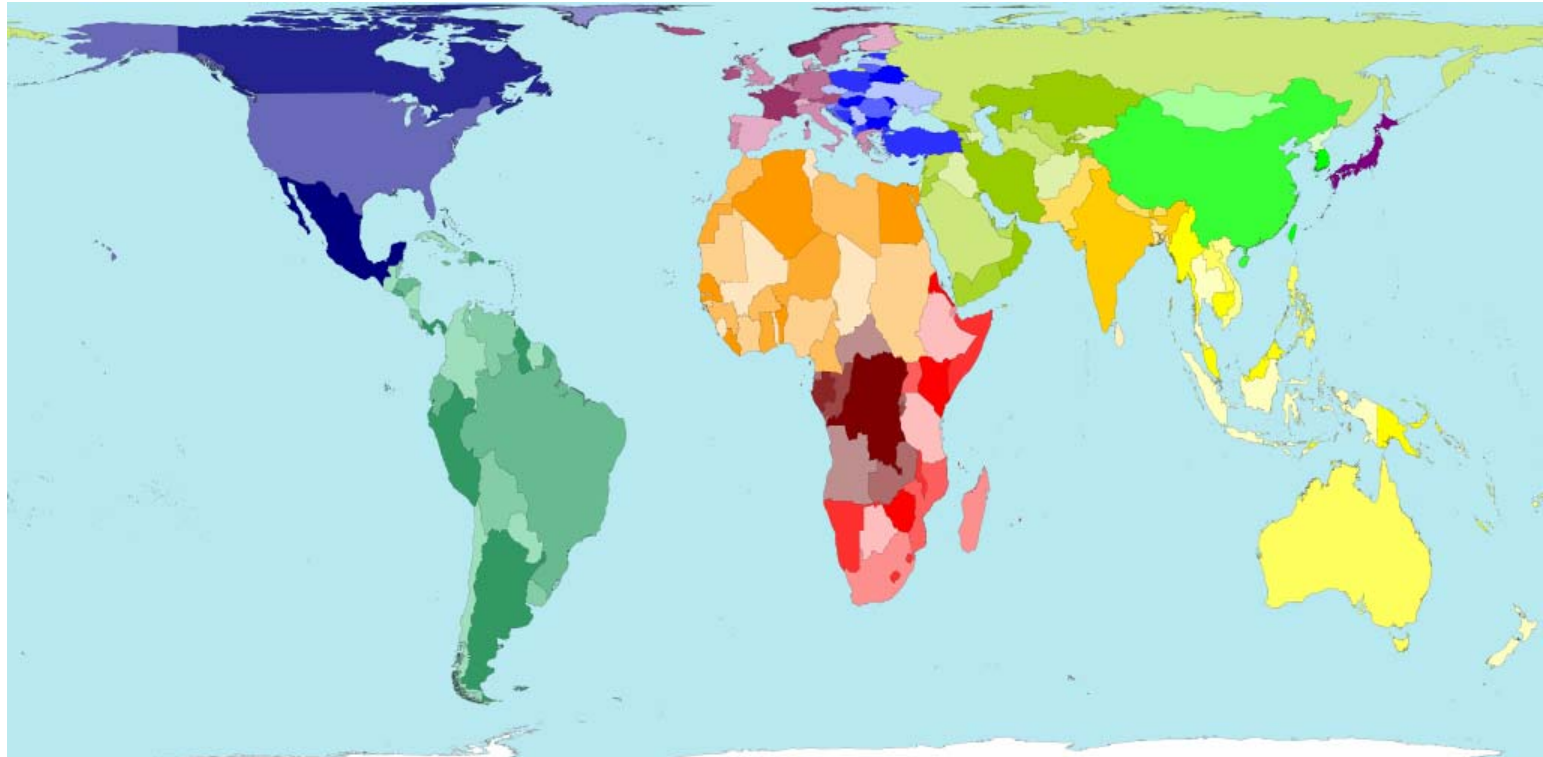
Shell, Group Severn Trent, Suez, Alcan, Unilever, Panamá Canal Authority, Rabbobank, Sonae, Coca-Cola, Procter and Gamble, Cargill, BHP Billiton, Grupo Nueva, Carterpillar.

Compañías pensando en el futuro del agua

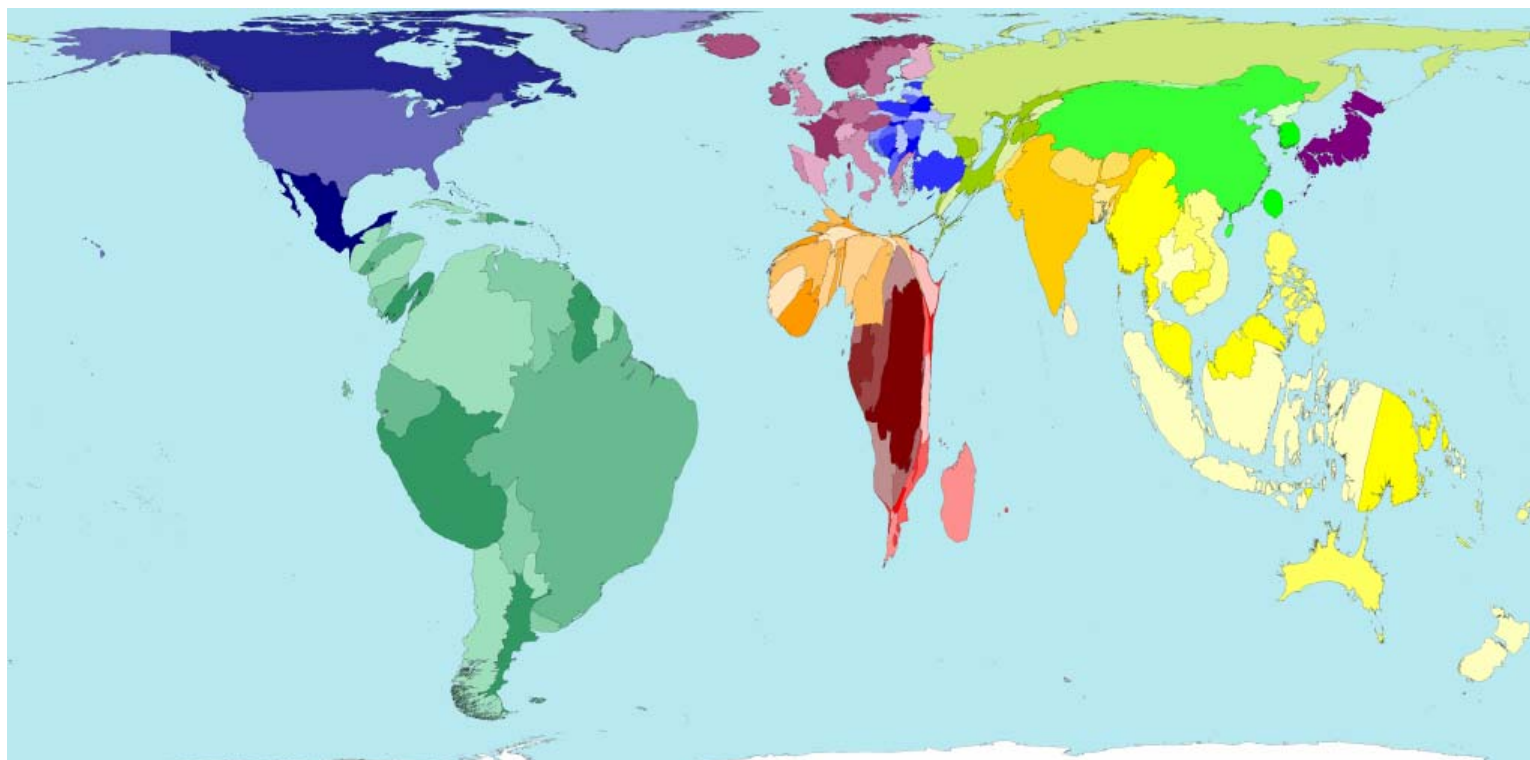
Escenarios en el año 2025

Shell, Group Severn Trent, Suez, Alcan, Unilever, Panamá Canal Authority, Rabbobank, Sonae, Coca-Cola, Procter and Gamble, Cargill, BHP Billiton, Grupo Nueva, Carterpillar.

Cómo somos capaces de ver el mundo

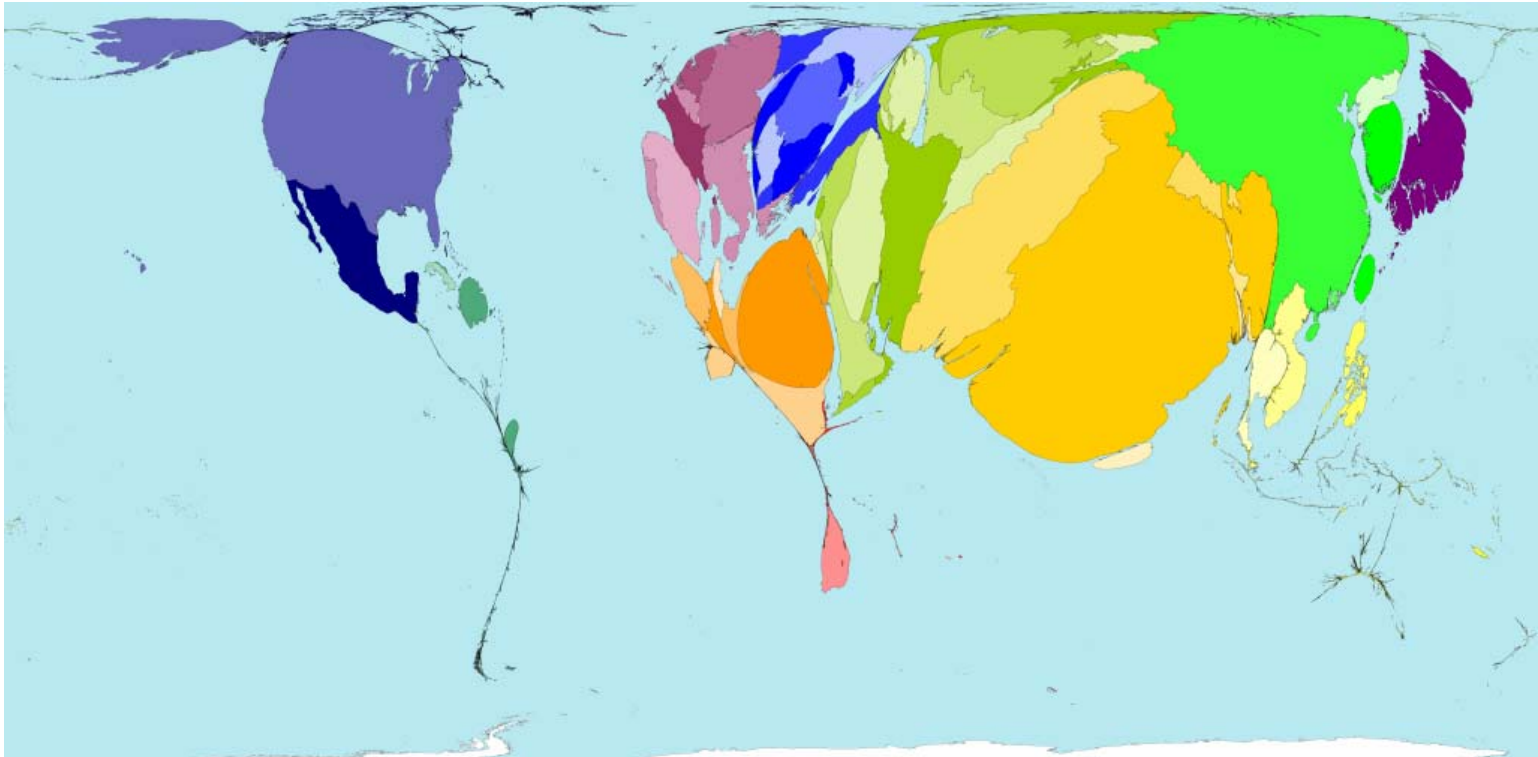


Las necesidades crecen, pero los recursos...



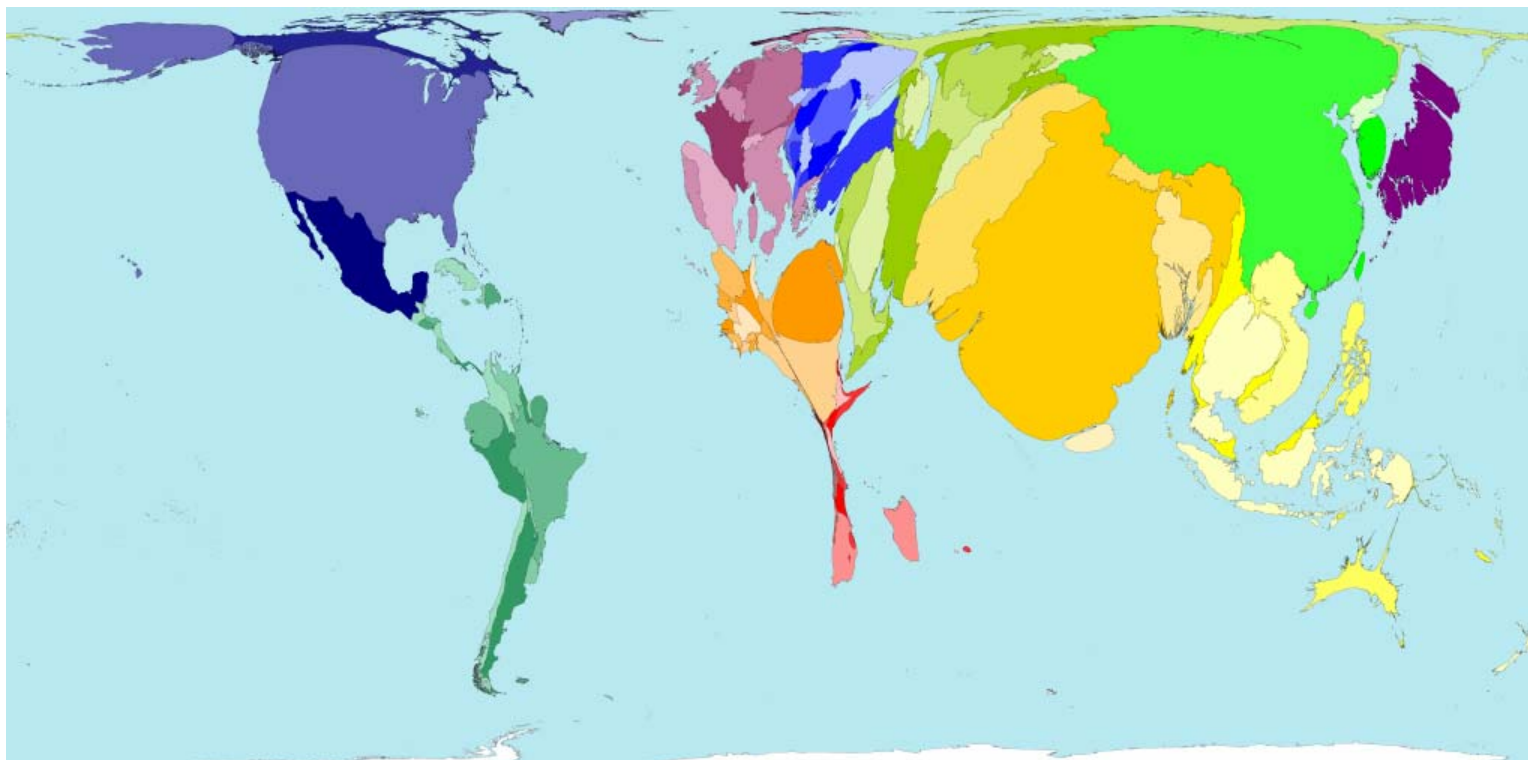
Reservas de agua

Las necesidades crecen, pero los recursos...



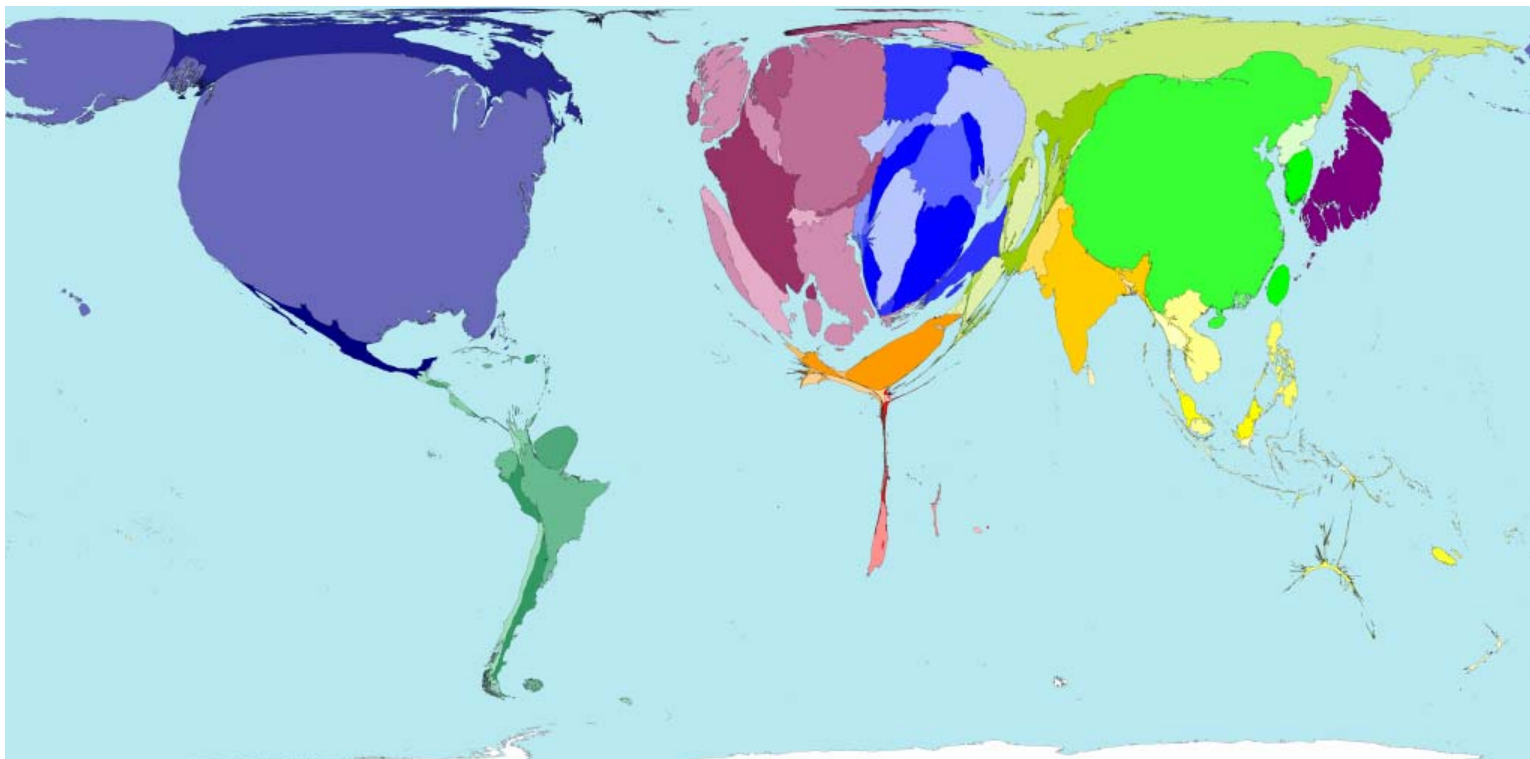
Población que consume más del 10% del agua total de la que dispone

Las necesidades crecen, pero los recursos...



Consumo de agua

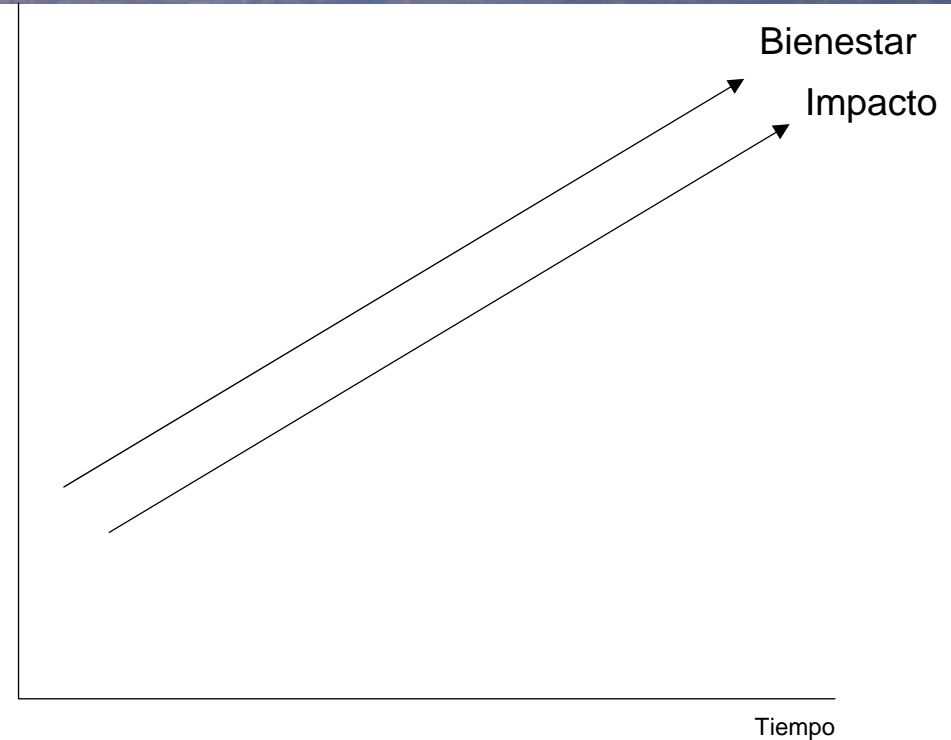
Las necesidades crecen, pero los recursos...



Consumo industrial de agua

Escenario 1: Ecoeficiencia

La solución tecnológica,
el sueño de la ecoeficiencia



Escenario 1: Ecoeficiencia

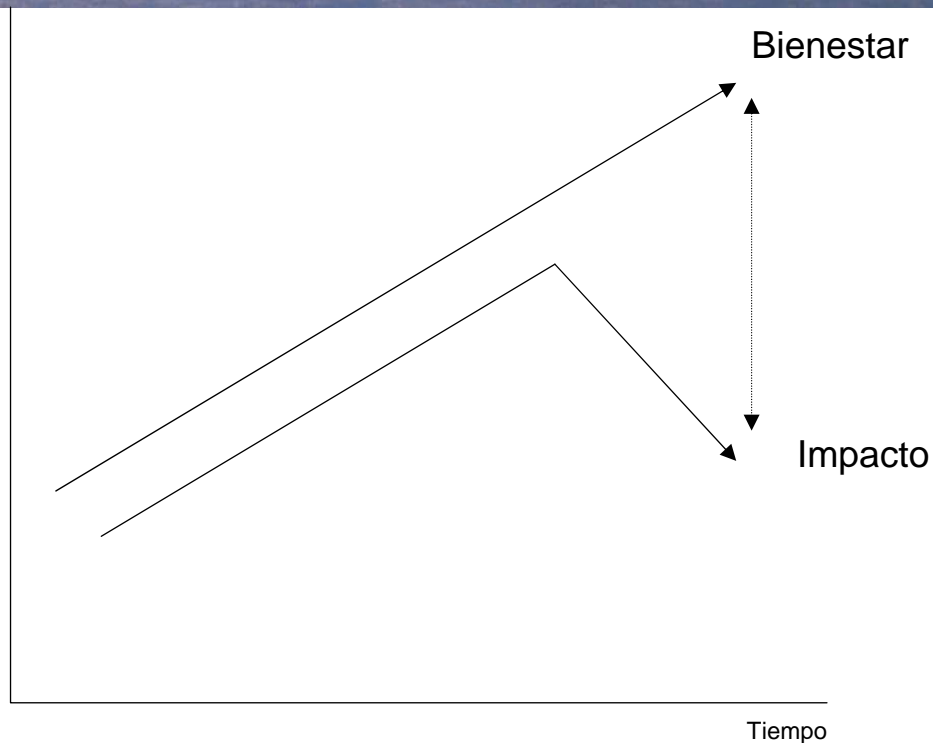
Usado por primera vez en 1992
 “Changing the Course” WBCSD

“el resultado alcanzado por el reparto de bienes y servicios a precios competitivos que satisfacen las necesidades humanas y aportan calidad de vida, a la vez que reducen progresivamente el impacto ecológico y la intensidad de recursos a lo largo del ciclo vital, a un nivel similar a la capacidad de carga calculada para la Tierra”.

Mas con menos

Aumentar el servicio

Disminuir el impacto

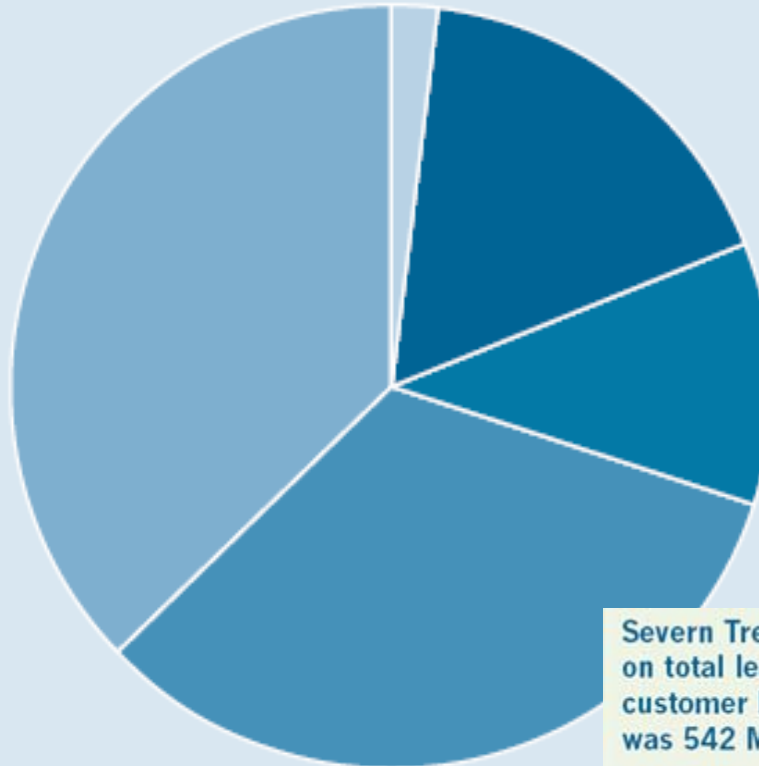


$$\text{Impacto} = \text{Población} \times \text{Consumo} \times R$$

Escenario 1: Ecoeficiencia

Severn Trent Water, breakdown of demand for treated water in megalitres per day, 2005/06

- Company Leakage**
 325 MI/day – 17%
- Customer Leakage**
 217 MI/day – 11%
- Metered Demand**
 636 MI/day – 33%
- Unmetered Demand**
 736 MI/day – 37%
- Unbilled Demand**
 33 MI/day – 2%



28%

Severn Trent Water's leakage target is based on total leakage which consists of company and customer leakage. Total leakage for 2005/06 was 542 MI/day.

Escenario 1: Ecoeficiencia en el uso

- Grandes oportunidades para las grandes ciudades y regadíos.
- Nuevos sistemas de gestión, nuevas inversiones en obtención, medición, conducción, técnicas de gestión de la demanda, etc.
- Nuevos estándares de eficiencia.
- Utilización del precio como señal. Remuneración de los nega-litros.
- *Auditorías de agua*



“ Whisky is for drinking.

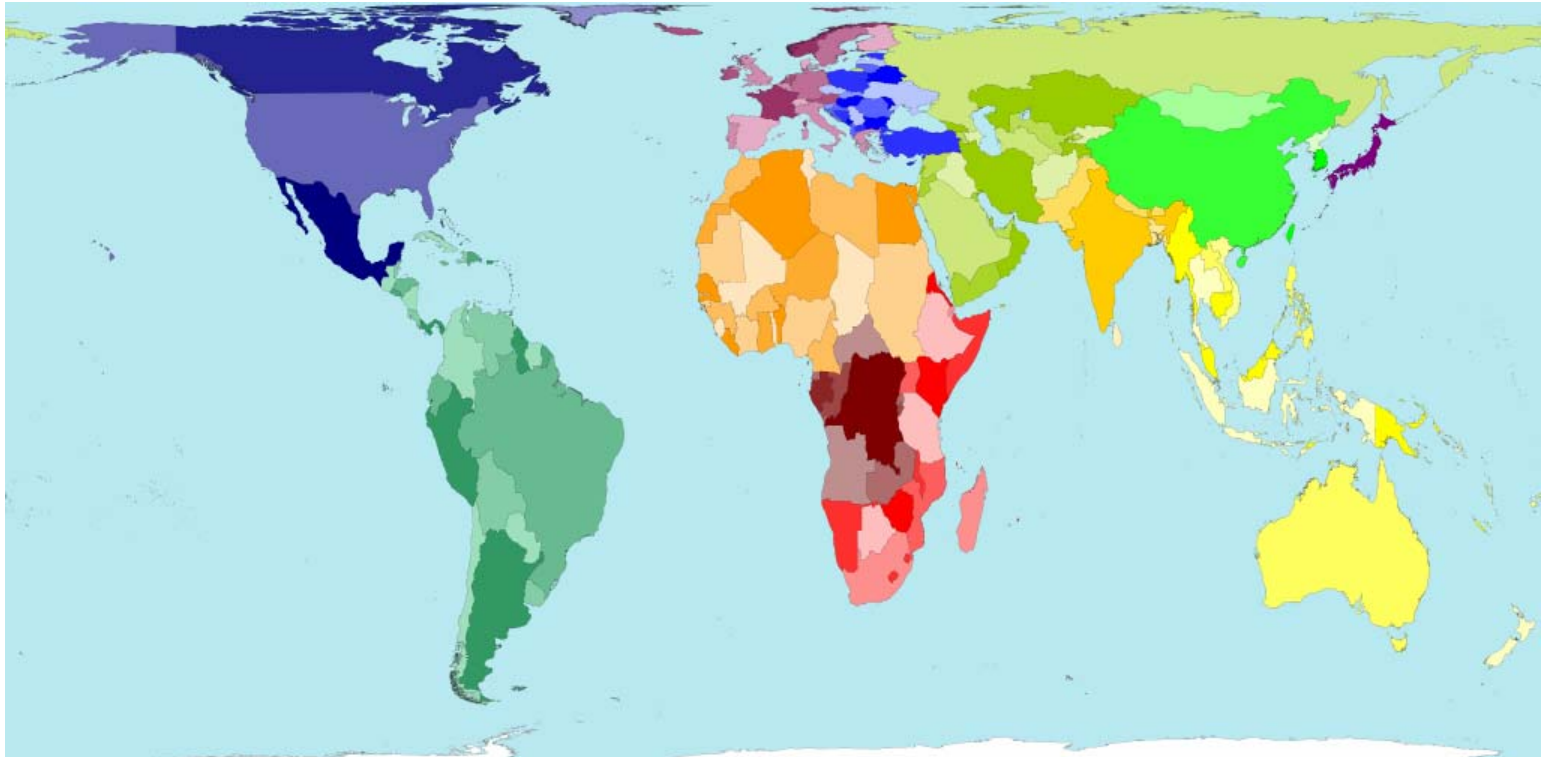
Water is for fighting over.

Attributed to Mark Twain

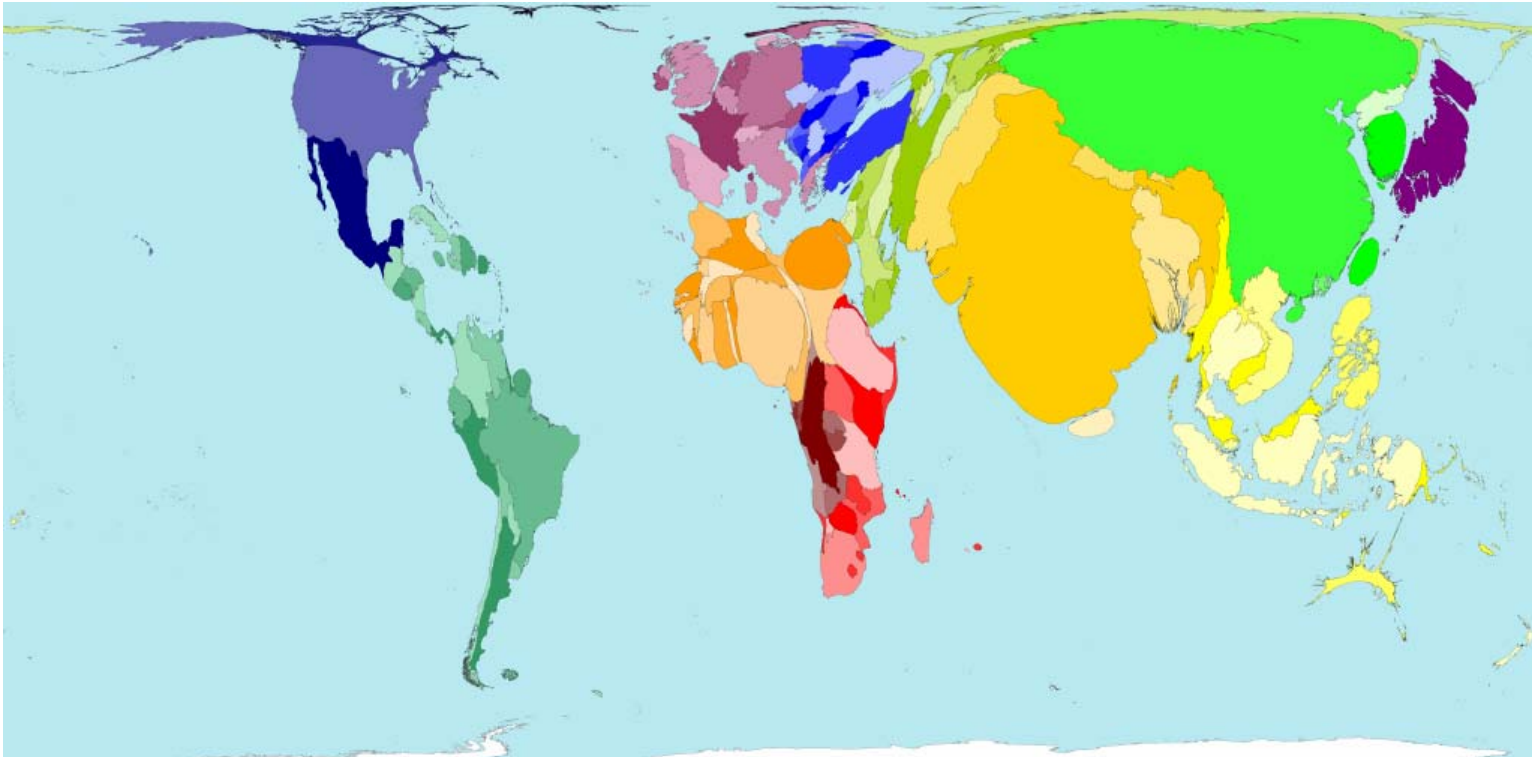
“El derecho humano al agua otorga el derecho universal a una cantidad suficiente de agua segura, aceptable, físicamente accesible y asequible para uso personal y doméstico”

Comentario general nº 15 de las Naciones Unidas sobre el derecho al agua, 2002

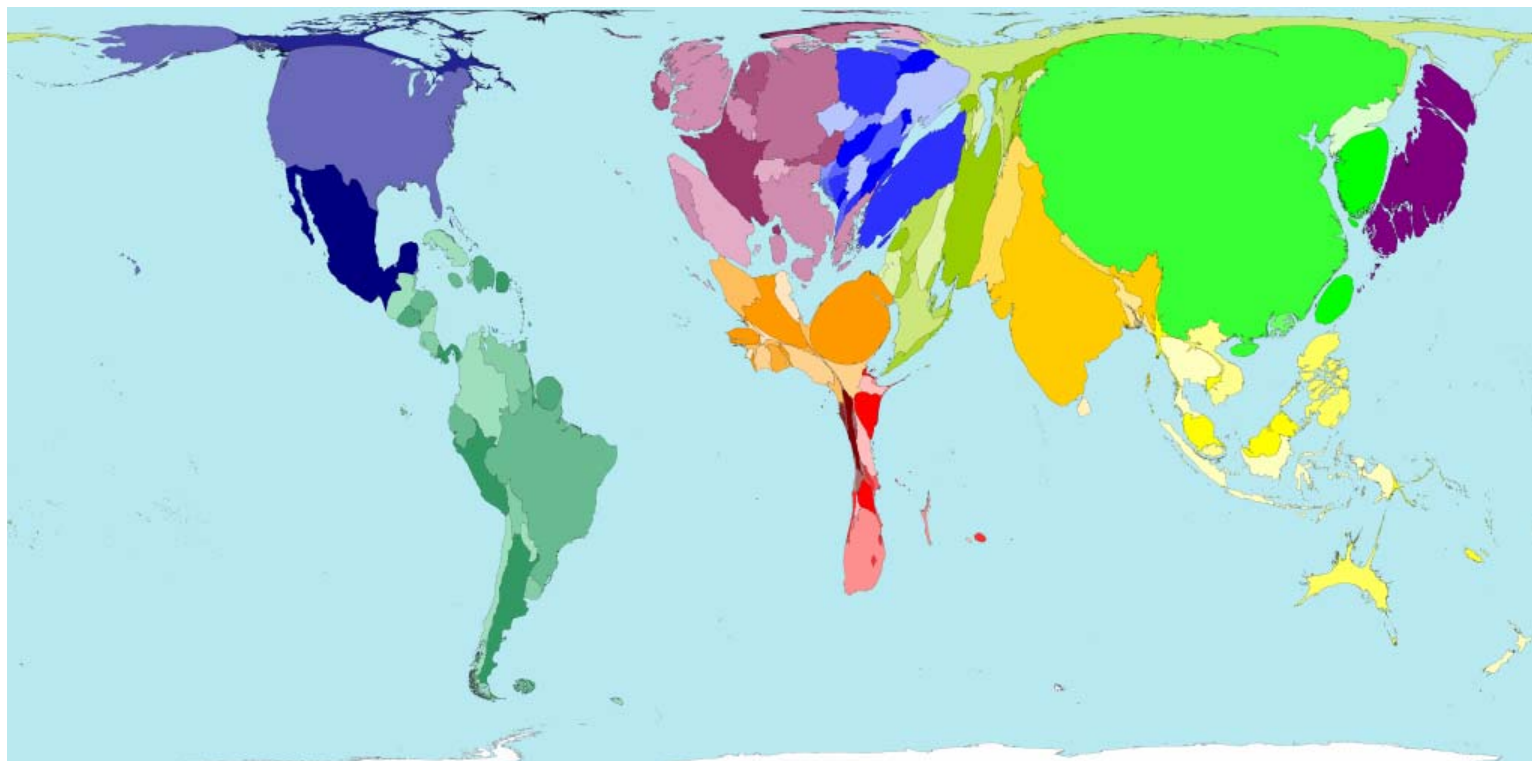
Cómo somos capaces de ver el mundo



La población cambia

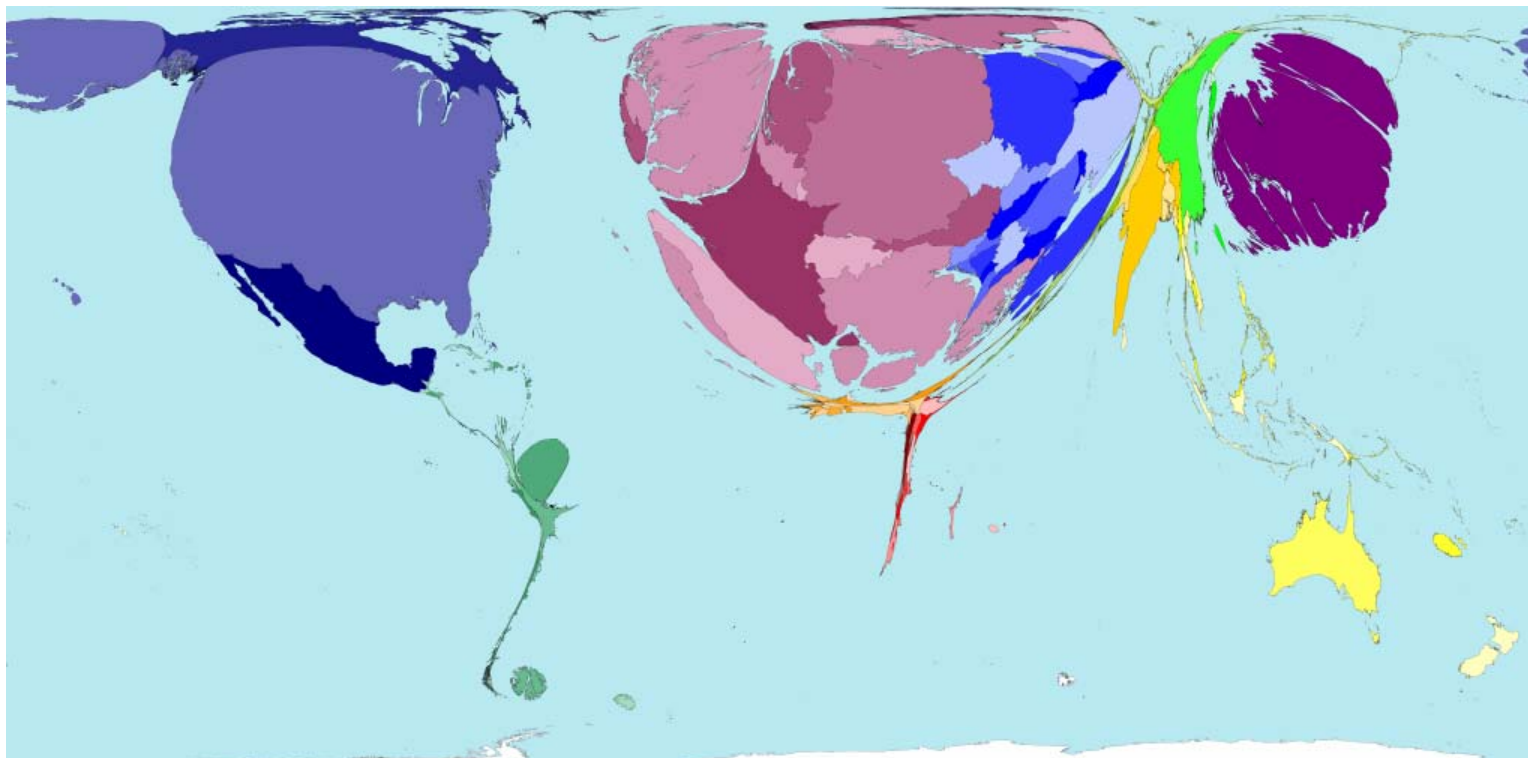


Las necesidades crecen, pero los recursos...



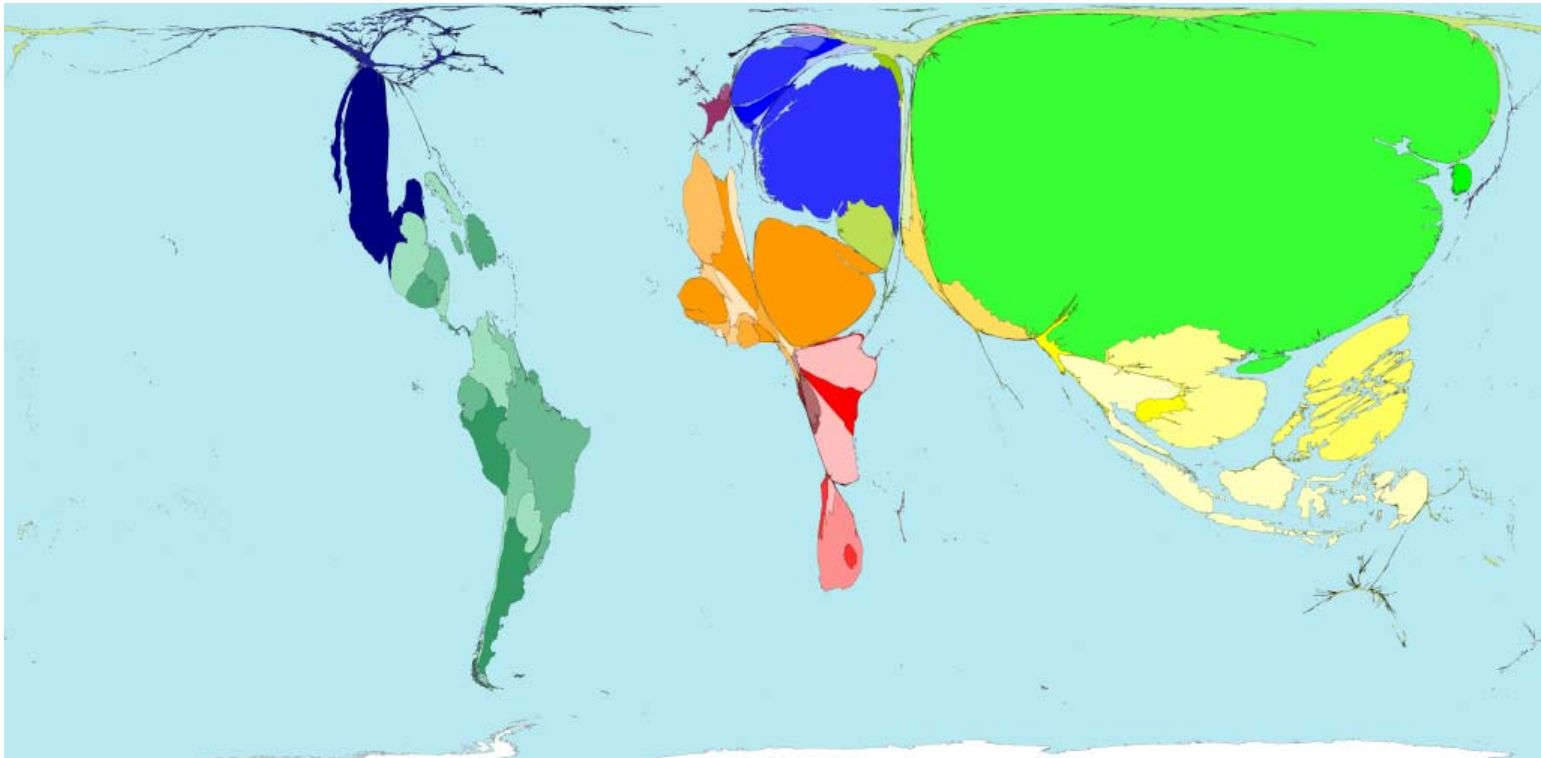
Población conectada a una red de suministro

Las necesidades crecen, pero los recursos...



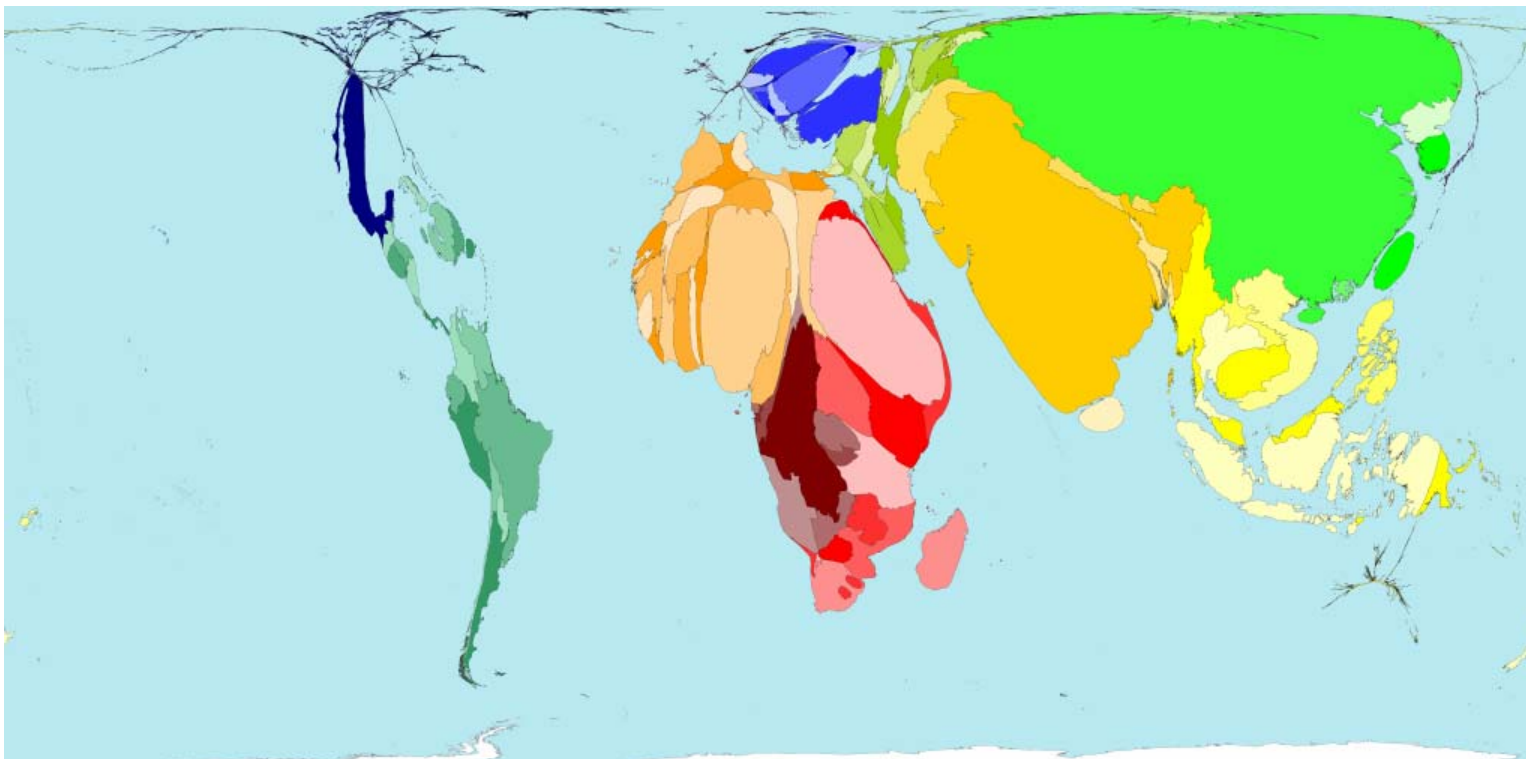
Red actual de saneamiento

Las necesidades crecen, pero los recursos...



Proyección de las conexiones a la red de agua potable en el mundo

Las necesidades crecen, pero los recursos...



Agua de calidad pobre o muy pobre

Escenario 2: Buscando la seguridad

Modelos redistributivos

Basados en miles de pequeños usuarios, con esquemas locales, asignados por las fuerzas sociales se lleva cabo con rápidos cambios

Modelos de crecimiento económico

Basados en pocos grandes usuarios, que trabajan sobre un modelo de gestión empresarial que precisa un crecimiento $>6\%$ y baja velocidad de cambio.

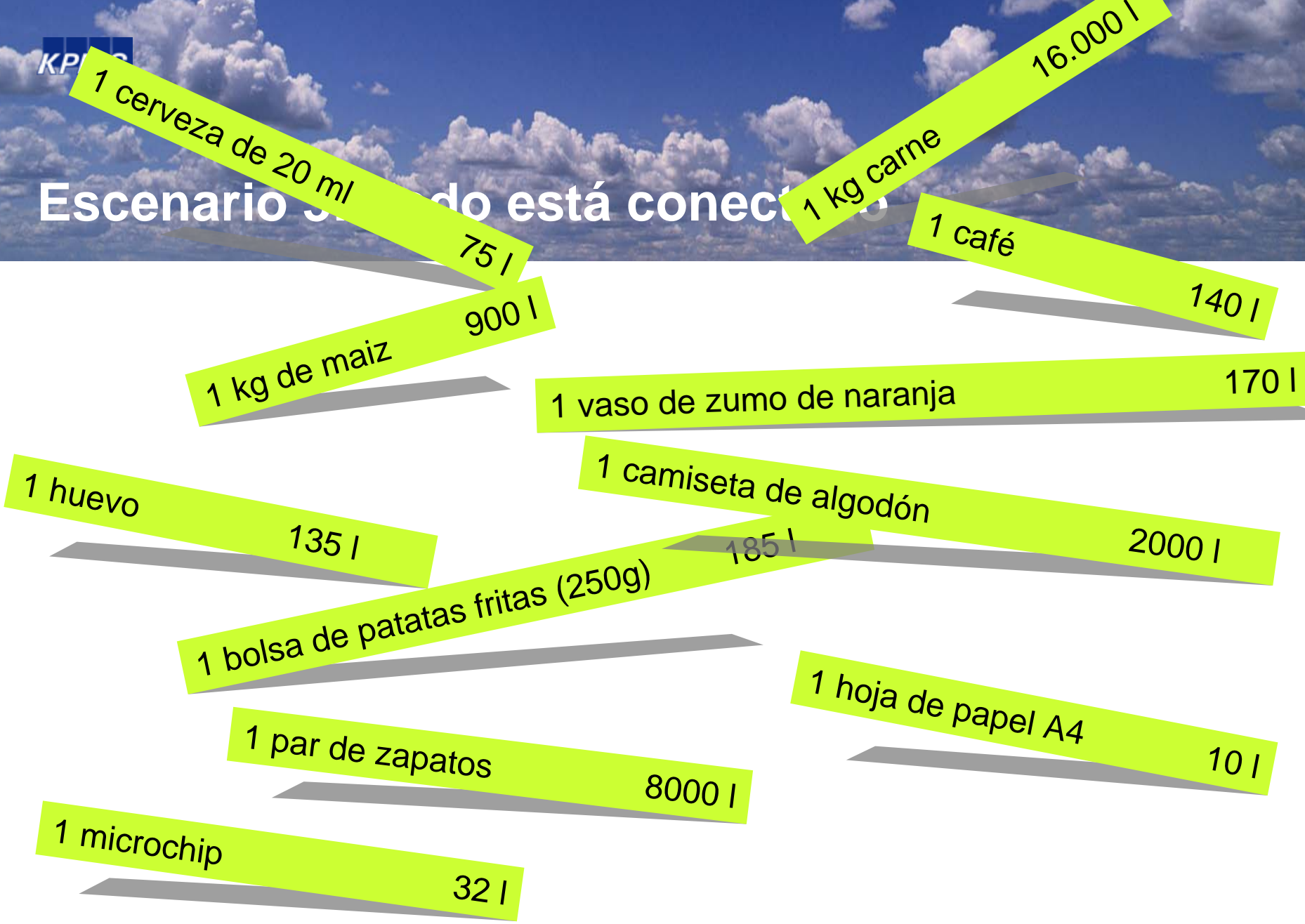
Sudáfrica, 1994

Escenario 2: Buscando la seguridad

- Aplicando nuevos modelos de inversión y partenariado público privado para llegar más lejos y más personas.
- Mapas de riesgo.
- La lógica de la legislación.
 - La ley en una sola línea
 - Cierre de los ciclos
 - Circuitos de calidad dual, etc.
- Desarrollo de mercados y de la transparencia.

2

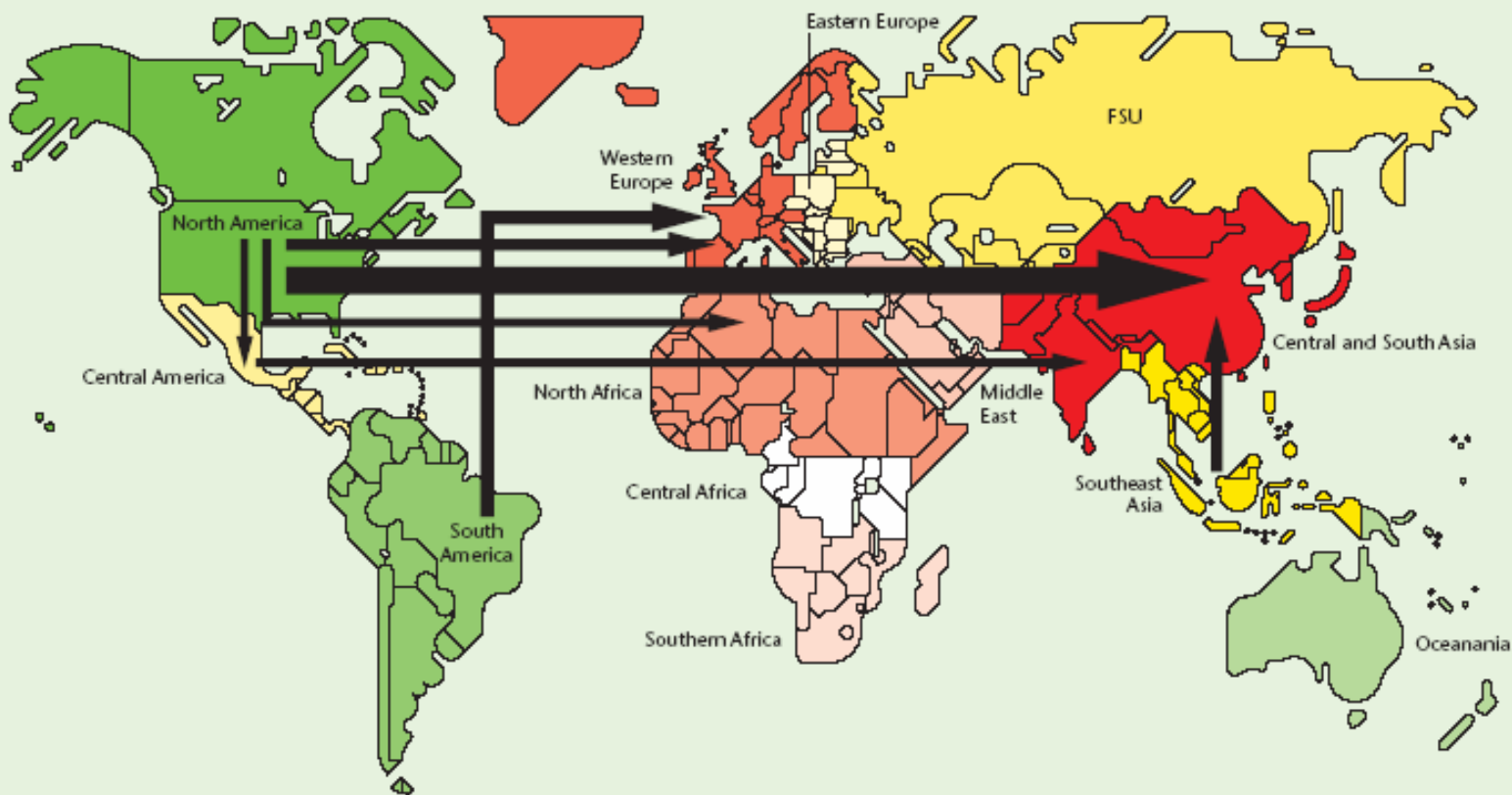
Escenario 3 ¿Cómo está conectado?



Escenario 3: Todo está conectado

Virtual Water Flows in Traded Crops

Products are transported around the world, along with the water embedded in them.



Escenario 3: Todo está conectado

De la gestión integral de cuenca a la gestión integrada

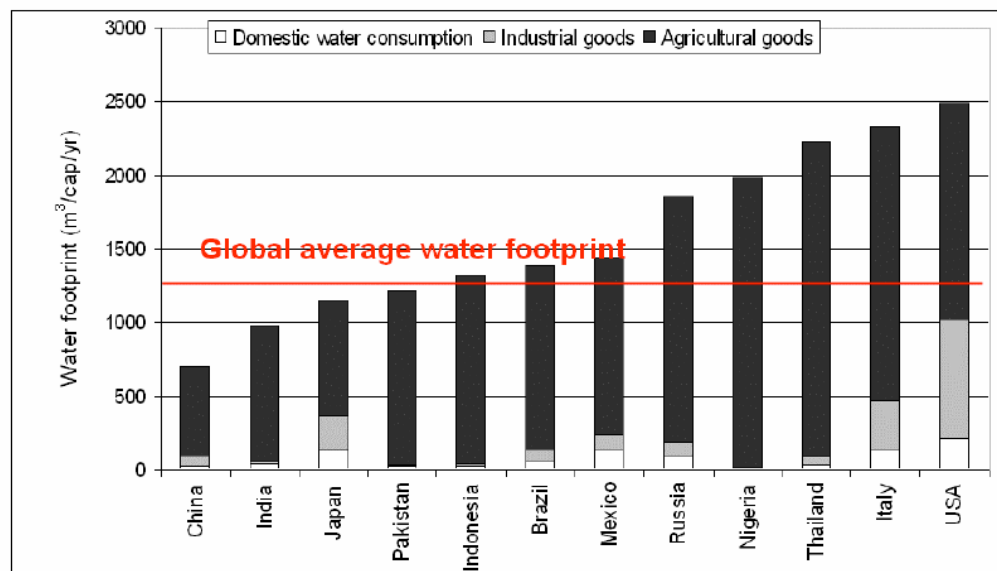
Abastecimiento

Saneamiento

Agua virtual

Figure 5: Water footprint per capita

Presentation - HOEKSTRA, p. 21



National water footprint = national water use + Virtual Water import - Virtual Water export

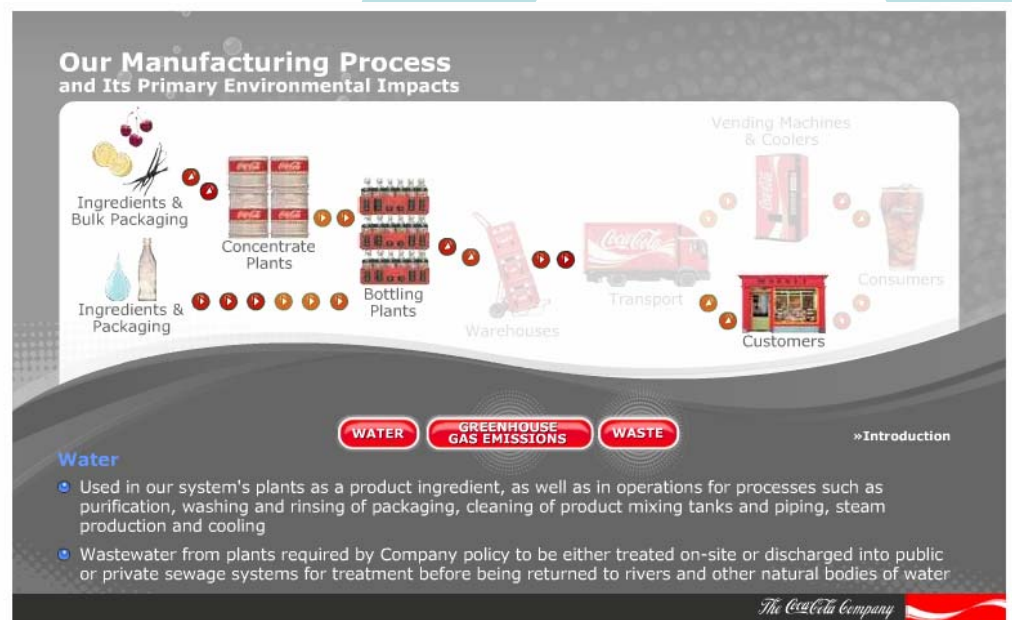
Escenario 3: Todo está conectado

De la gestión integral de cuenca a la gestión integrada

Abastecimiento

Saneamiento

Agua virtual



Escenario 3: Todo está conectado

De la gestión integral de cuenca a la gestión integrada

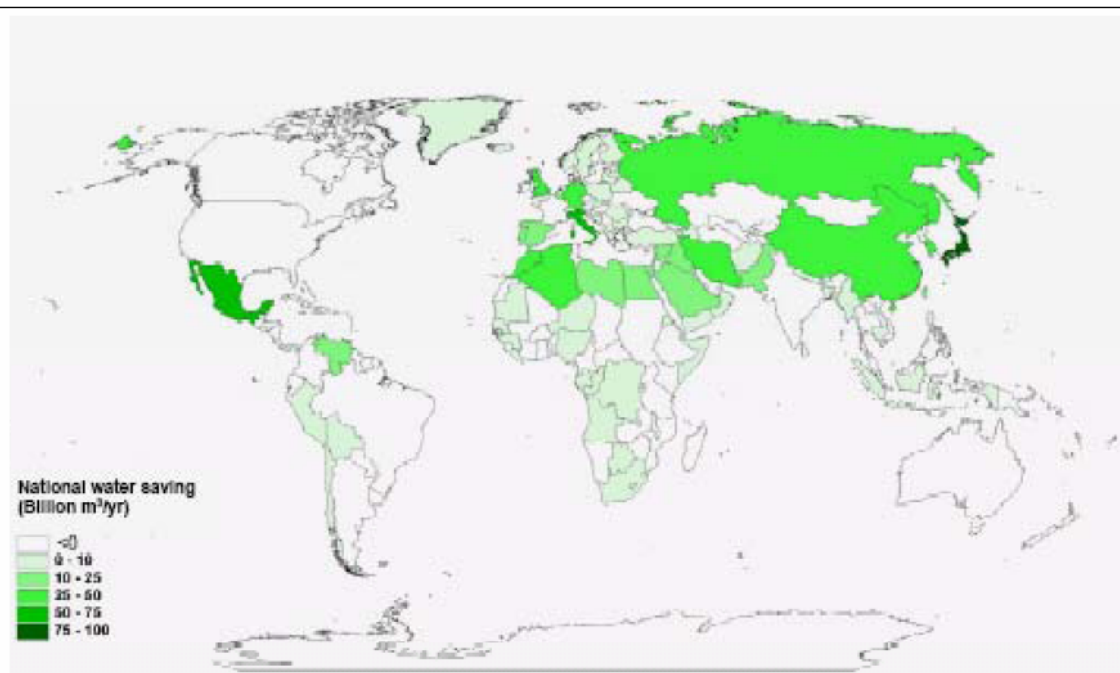
Abastecimiento

Saneariamiento

Agua virtual



Figure 4: National water savings due to international agricultural trade (1997-2001)



Source: Chapagain / Hoekstra (2004)



The background of the slide is a photograph of a bright blue sky filled with numerous white, fluffy cumulus clouds. The clouds are scattered across the frame, with some larger and more prominent than others. The overall scene is bright and clear.

Si esto es así, quién lo está valorando

SAM Investment Products

Water

SAM Sustainable Water Fund

Investment Opportunities in the Water Sector

Water is becoming scarce, both regionally and globally. Future trends are changing the demands on those responsible for managing water and thus redefining the markets.

For investors, this presents worthwhile opportunities with above-average growth potential.

Global trends shaping the water sector

- Demographic changes
- Ageing infrastructure
- Liberalisation
- Health awareness

Infrastructure
Quality
Quantity

Demographic changes

Demographic changes (population growth and increasing urbanisation) are resulting in greater demand for food, drinking water, sanitation and effective water supply and sewer networks. Growing industrialisation and prosperity are also creating higher demand for water.

Ageing infrastructure

Water mains and sewers are the lifeline of water provi-

sion and wastewater disposal. Since many of these ageing networks are now in very bad shape, their renewal cannot be put off for much longer. In the United States alone, it is forecast that over the next 20 years an additional USD 25 billion a year will have to be invested in the renewal of pipes.

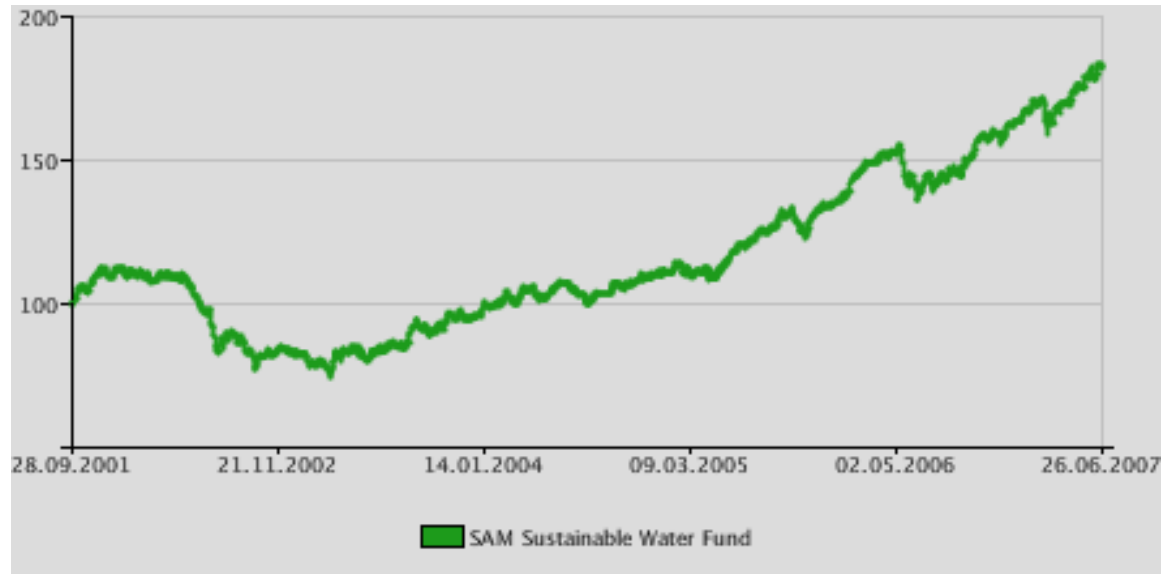
Liberalisation

Increasing pressure on public finances and the growing amounts which need to be invested in water are increasingly forcing the public sector to enter into partnerships with private companies and consider privatising water and wastewater utilities. This opens up growth opportunities for companies.

Health awareness

Constant media reporting of cases of contaminated drinking water, food and ecosystems is making people more and more health-aware. This awareness is leading to growing calls for the renewal of water and wastewater treatment plants, and increasing demand for organic foods and bottled mineral water.

Water
Life
Future



FIVE CHALLENGES FOR THE FUTURE

Among the major global challenges facing society, SUEZ has identified five that are directly linked to its established activities. They form the guidelines of the Group's strategy to assure its own sustainable development while making a positive contribution to the sustainable development of the planet.

CLIMATE CHANGE

Reducing the accumulation of greenhouse gases (GHG) in the atmosphere to lower the risk of global warming is undoubtedly the most important challenge that mankind has ever faced on a global scale. It closely affects the Group's activities, since heat and energy production like the disposal of waste products, are important sources of GHG. SUEZ has to take part in this struggle, starting with the control of its own emissions and those of its clients.

PRESERVING OUR NATURAL RESOURCES

The depletion of our natural resources and degradation of our biodiversity are facts, resulting directly from meeting the needs of today's society. As an energy producer and manager of water and waste treatment facilities, SUEZ is closely involved in these problems. The Group must reduce its own consumption of fossil energies, and must help its clients to reduce theirs, so that together we can preserve our water resources and develop our industrial installations, while working for the maintenance of our shared ecosystem.

QUALITY OF LIFE

To protect the quality of life, for those alive now, and for future generations: that is clearly what sustainable development is about. To SUEZ, this naturally includes complying with environmental and social law. But that's not enough for us. The Group must always anticipate the impact that its activities and its strategic choices could have on its employees, its partners, the populations it serves and those neighboring its sites, as well as participating in the economic and social development of the communities within which it is established.

CHANGING MARKETS

Globalization and environmental issues mean that economies are changing dramatically. Some sectors are opening up like the European energy market, new countries are emerging, regulations and technologies are changing. SUEZ has to seize the opportunities offered by these changes and turn them into sources of sustainable and profitable growth.

TERRITORIAL ROOTS

Although the implications of sustainable development are global, their solutions are often local and have to be tailor-made according to the geographical, political, economic and social contexts. For example, preserving water resources in a rich country like France, with a temperate climate, requires a different approach to a dry country with an emerging economy like Mexico.

In the struggle to manage climate change, preserve resources, improve the quality of life of local communities and adapt to economic change, effective action by business depends on the roots that international companies have put down in the countries where they are active.

This is especially true of SUEZ, whose activities make it above all a long-term local player. The distribution of water and energy, the treatment of waste and effluents are characteristic grass-roots activities. Wherever the Group operates, it is there for the long term, and the jobs that it creates cannot be relocated.

For SUEZ, strengthening its territorial roots is seen to be an operational priority in responding to the overall challenge.

Bottom:
Rodenhuize thermal plant
Biomass - Belgium

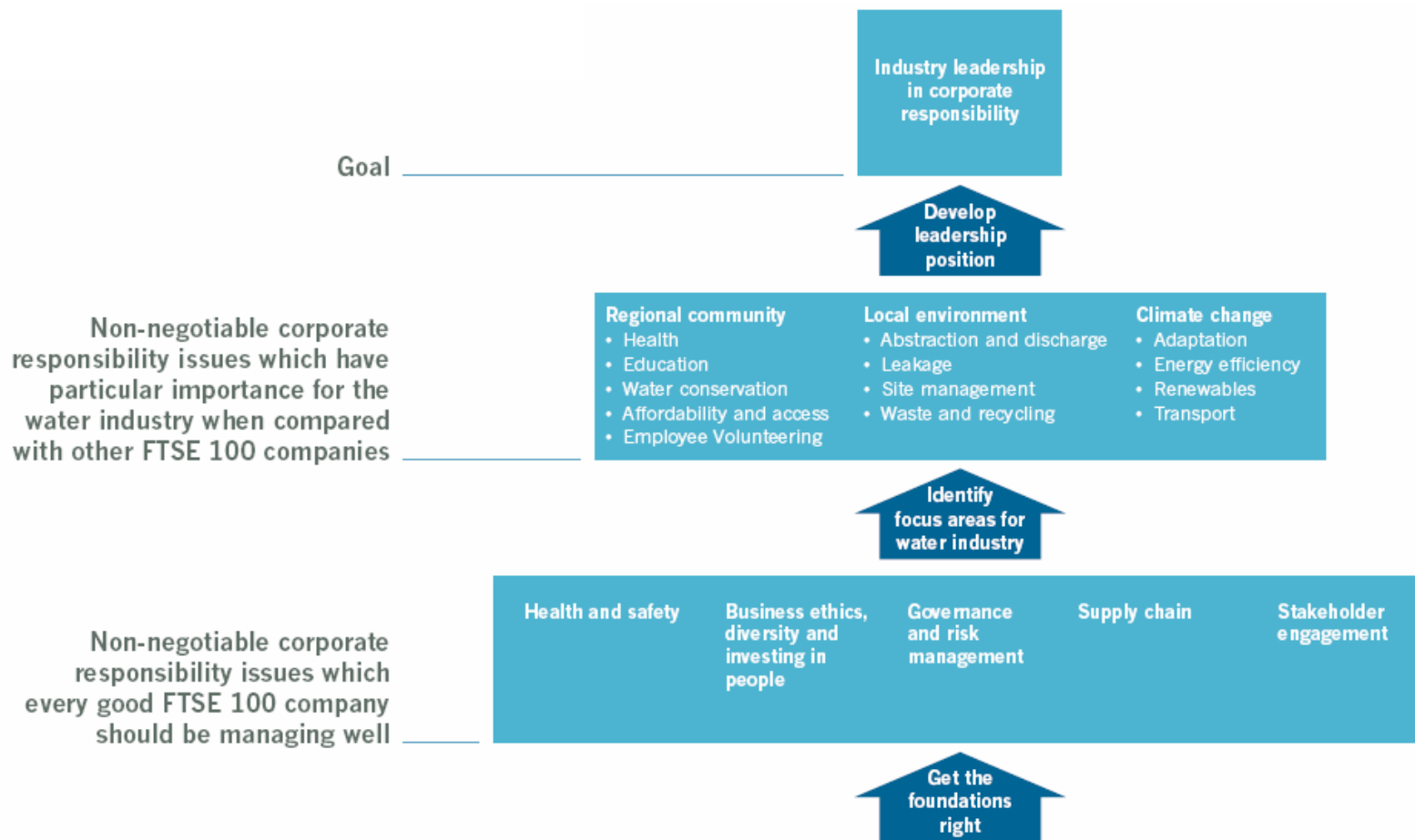


Left to right:
Bello Santiago hydroelectric plant - Brazil
Rodenhuize thermal plant - Biomass - Belgium
Researcher at CIRSEE - France



Key dates

- 1998
Creation on the Group's initiative of the International Social Observatory: a group of businesses, trade unions, political leaders and academics, to provide a better view of the social implications of globalization.
SUEZ publishes its International Social Charter.
- 1998
Membership of the World Business Council for Sustainable Development, a network of 180 international companies engaged in sustainable development.
Establishment of social and environmental reporting systems within the Group.
First activities report focusing on sustainable development.
- 2000
Membership of the United Nations Global Compact with its 10 principles on respect for Human Rights, work and social relations, protecting the environment and fighting corruption.
The Group publishes its Charter for the Environment.
- 2002
SUEZ publishes its Health & Safety Charter.
- 2004
Subscribes to the Charter for Diversity in Business, published under the aegis of French businesses and organizations.



“Los negocios no pueden tener
éxito en sociedades que
fracasan”

Bjorn Stigson
Presidente de WBCSD

presentación puede solicitarla a través de correo electrónico a: amarquina@kpmg.es

KPMG Global Sustainability Services

Ideas que crean valor