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# SUCCESS STORIES

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Owing to the massive environmental and health impact of plastic water jars ubiquitous across the world, the activism against bottled water counters how Mega corporations of the world have reduced water to just a commodity than a human right and a natural resource. Plastic containers leach microplastics into the water when exposed to heat and pressure leading to carcinogens and other hormonal disruptors. Besides contributing millions of tonnes of high GWP gases into the ecosphere during plastic manufacturing, Bottled water industry mines billions of gallons of groundwater leading to severe water scarcity around the manufacturing sites. The journey began a decade ago with the crusade against the narrative that positions Bottled water being the healthy and clean.

Today we are proud to present Volume I of Success Stories with ten of our valued clients that helped us transform how corporates across India source drinking water. It's been an absolute honour to serve these brands who have themselves been forerunner in their sphere. Their constant patronage and motivation not only made the ride worthwhile but also empowered us to take sustainable and ethical hydration to a whole new level. The green transformation they embarked upon has been represented by carbon footprints savings\* and water footprints conservation\*.

\* Bases given on page 31

# PRELUDE

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It started with the symbiotic association between Earth and the lifeforms. Soon with few decades into the search for comfort and convenience, the mankind exploited nature to an extent where we are at perilous state of affairs that call for necessary measures towards Greener tomorrow for the posterity. Organizations across the globe are investing in making sustainable technologies viable. Enabling their thoughts and empowering their actions with tangible solutions, together we have made a colossal impact by the movement - Say No to Bottled Water.

The will & wisdom provided necessary impetus to this movement and made a dent in sustainability space with annual reduction of 2.2 million of CO<sub>2</sub> kg e per annum, 0.4 million plastic water jars removed from circulation and 55 million liters of water saved annually with just ten of our clients.



# WAELCHEMY

Scientific and spiritual quest for purity to find the 'elixir of life' is Alchemy.

Empedocles, a Greek philosopher and healer who lived around 450 BC, found the answers of alchemy in the four elements- the fundamental archetypes within matter and the symbols of the metaphysical qualities. One of them was... WATER. Water- known as "ApaH" in Sanskrit, is considered the divine all matter emanated from. Polish alchemist Michael Sendivogius termed Water as one of the four pillars of the world which through the virtue of celestial influences, produce all things above and beneath the Earth. Sufi alchemist Rumi describes Water as expression of love of universal soul for the divine spirit.

Our quest to revere water as an element goes beyond products and technology. We believe, water is an element that just needs to be valued as a healer and a life-giver. Water, though a substance alchemically reflects a 'process'. It's an ongoing relationship between hydrogen and oxygen. This relationship has a transformative effect on all other processes and activities around and within it.

The search for Alchemy Ends with Water. Purity epitomized! We call it... WAELCHEMY

# Blue Transformations

The cumulative annual carbon footprint savings & annual water conservation of the seven clients who are part of 'success stories'.

WAE award winning program empowers corporates across India to choose viable green alternative to plastic water jars with healthy and efficient source of water complying to BIS 10500:2012, standard for drinking water.

## Green Transformation



# 1,41,035

Employees impacted

Impact on environment Hydration is essential for life, underrated but critical. Bottled water is neither healthy nor environment-friendly. Plastic is a menace impacting organic life and a liter of bottled water wastes 7 liters of water. Water desperately needs the RESPECT it deserves. A worldwide acceptance of Point of Use purification systems as healthy, environment friendly and economical alternative is gaining ground. What will a user population of over 1,41,035 saying NO to bottled water mean?

## Sustainability

# 22,23,569

reduced kg CO<sub>2</sub> e/annum

In situ installation of POU solutions resulted in removing of 4,65,416 plastic jars from the circulation every year resulting in significant direct and indirect impact.

Reduction of carbon emission of approximately 20,10,595 Kg CO<sub>2</sub> e /annum due to cut in production and recycling of plastic jars and 335 tonnes of plastic stopped polluting aquifers through landfills. 2,12,974 Kg CO<sub>2</sub>e /annum emissions were



cut as an indirect impact due to reduction in hydrocarbon consumption for delivering bottled water from the place of manufacturing.

## Water Footprints



# 39,09,49,020

litres water saved

It takes 7 liters of water to make 1 liter of bottled water. A radical water efficiency was achieved when bottled water was replaced with drinking water stations. With ROVPD enabled devices, WAE drinking water stations recover 80 % of water which ensured our clients to get enormous positive water footprints.

“ When two givers indulge in a connection, it's like magic.  
It's alchemy. I water you, you water me, we never drain each other, we just grow. ”



## Green Impact

# 85,037

Direct kg CO<sub>2</sub>e reduced

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# 9,008

Indirect kg CO<sub>2</sub>e reduced

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# 1,65,34,980

Litres water saved

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# 14,173

Kg plastic removed

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With WAE since 2008

105

Water-refill stations

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5,965

Individuals

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Location

Pan India





## Green Impact

88,387

Direct kg CO<sub>2</sub>e reduced

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9,362

Indirect kg CO<sub>2</sub>e reduced

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1,71,86,400

Litres water saved

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14,731

Kg plastic removed

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70

Water-refill stations

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6,200

Individuals

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Location

Pune, Gurgaon, Mumbai

With WAE since 2015



## Green Impact

1,19,323

Direct kg CO<sub>2</sub>e reduced

12,639

Indirect kg CO<sub>2</sub>e reduced

2,32,01,640

Litres water saved

19,887

Kg plastic removed

With WAE since 2010

73

Water-refill stations

8,370

Individuals

Location

Pan India

“ In the beginning God created the heaven and the Earth...  
And the spirit of God moved upon the face of the waters.”

- Genesis, King James Bible



## Green Impact

2,85,120

Direct kg CO<sub>2</sub>e reduced

30,202

Indirect kg CO<sub>2</sub>e reduced

5,54,40,000

Litres water saved

47,520

Kg plastic removed

With WAE since 2017

138

Water-refill stations

20,000

Individuals

Location

Pan India





“ We start with a single, innocent looking, apparently very simple water molecule. One oxygen atom attached to two hydrogen atoms. It could hardly be simpler. Yet this simple entity is the ultimate culprit behind all the beauty and complexity. Let's start from here and see how much a small, straightforward molecule can give rise to such world-shattering and world-stabilising complexities.”

- John Finney

## Green Impact

2,70,864

Direct kg CO<sub>2</sub>e reduced

28,692

Indirect kg CO<sub>2</sub>e reduced

5,26,68,000

Litres water saved

45,144

Kg plastic removed

With WAE since 2014

624

Water-refill stations

19,000

Individuals

Location

Pan India



## Green Impact

5,41,728

Direct kg CO<sub>2</sub>e reduced

57,383

Indirect kg CO<sub>2</sub>e reduced

10,53,36,000

Litres water saved

90,288

Kg plastic removed

With WAE since 2009

241

Water-refill stations

38,000

Individuals

Location

Pan India





## Green Impact

2,56,608

Direct kg CO<sub>2</sub>e reduced

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27,181

Indirect kg CO<sub>2</sub>e reduced

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4,98,96,000

Litres water saved

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42,768

Kg plastic removed

With WAE since 2008



323  
Water-refill stations

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18,000  
Individuals

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Location  
Pan India



“ Water, thou hast no taste, no color, no odor; canst not be defined, art relished while ever mysterious. Not necessary to life, but rather life itself, thou fillest us with a gratification that exceeds the delight of the senses. ”

- Antoine de Saint-Exupery

## Green Impact

92,664

Direct kg CO<sub>2</sub>e reduced

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9,816

Indirect kg CO<sub>2</sub>e reduced

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1,80,18,000

Litres water saved

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15,444

Kg plastic removed

With WAE since 2012

47

Water-refill stations

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6,500

Individuals

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Location

Mumbai, Bangalore

Morgan Stanley



## Green Impact

1,31,868

Direct kg CO<sub>2</sub>e reduced

13,968

Indirect kg CO<sub>2</sub>e reduced

2,56,41,000

Litres water saved

21,978

Kg plastic removed

With WAE since 2010



# RBS

127

Water-refill stations

9,250

Individuals

Location

Gurgaon, Delhi, Chennai, Bengaluru

“ They both listened silently to the water, which to them was not just water, but the voice of life, the voice of Being, the voice of perpetual Becoming. ”

- Hermann Hesse



## Green Impact

1,38,996

Direct kg CO<sub>2</sub>e reduced

14,723

Indirect kg CO<sub>2</sub>e reduced

2,70,27,000

Litres water saved

23,166

Kg plastic removed

With WAE since 2010

103

Water-refill stations

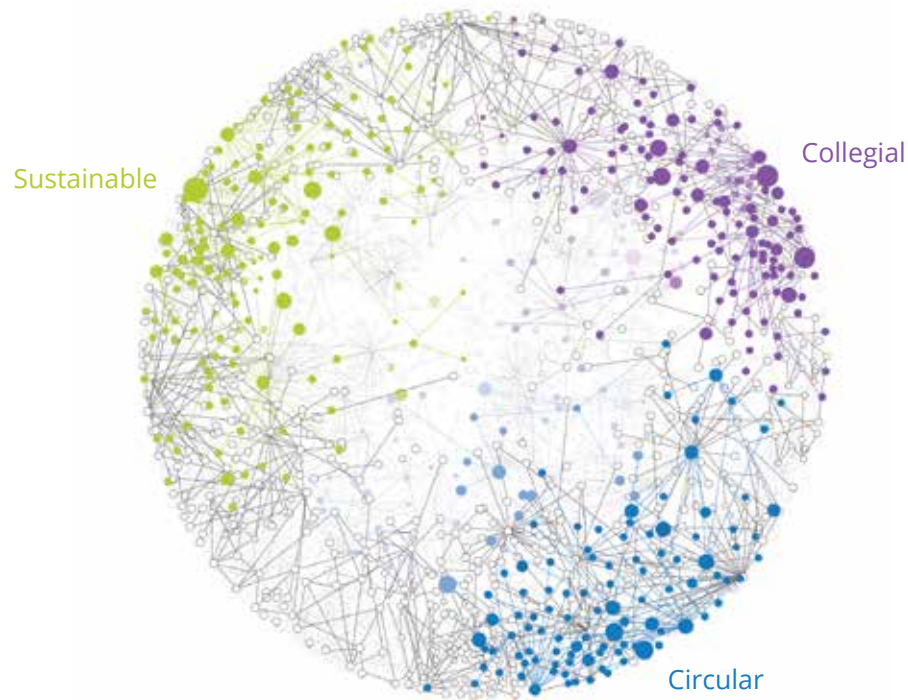
9,750

Individuals

Location

Gurgaon





The wars of the twenty-first century will be fought over WATER- Ismail Serageldin

Our planet and its globalizing economy face a worldwide resource challenge. Survival in the long run presents a new set of leadership challenges for both business and public institutions to take on the impediments of coupling the economic growth with the millennium sustainable development goals (SDG).

WAE, an expert in water and its reuse is committed to this most important resource of the planet. An OEM with firm foundation in science and research, WAE aspires to be the most admired global water solution company. Our focus and collegial approach lend us the opportunity to develop innovative products and solutions that sync with the principles of circular economy and to be an active participant in the resource revolution.

# TRIPLE BOTTOM LINE

People | Profits | Planet

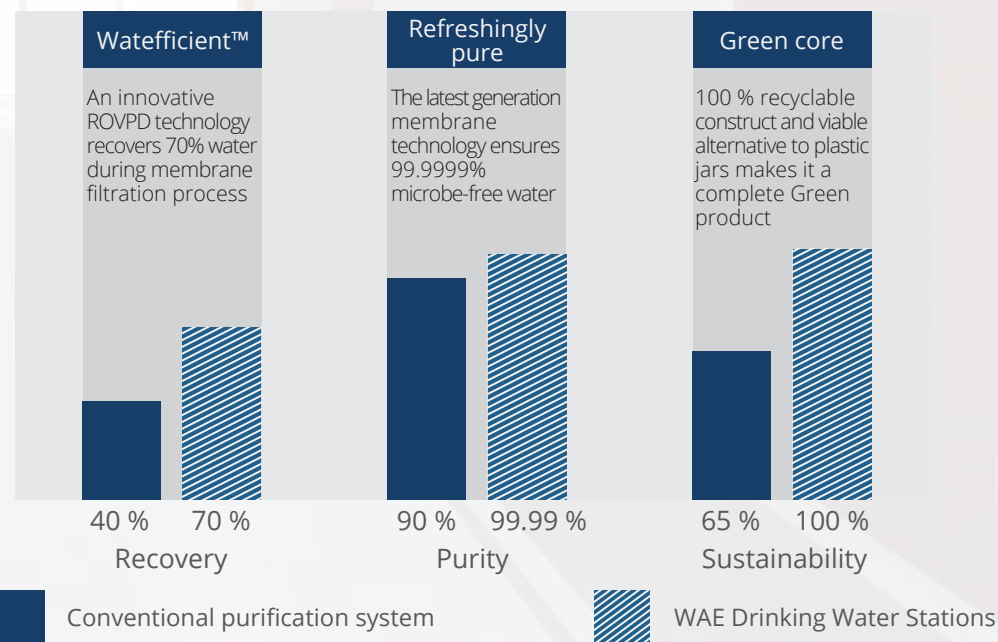
# THE GREEN MACHINES

Counts every drop because every drop counts



## Great products result from integrating Sustainability & Innovation

WAE hydration solutions are designed to perfection to ensure minimal wastage and spillage of water. Our machines have not only reduced plastic waste that goes into landfills each year - they have greatly reduced dependence on bottled water and of course reduced carbon footprint.



# HEALTHY WORKFORCE






Drinking water stations aren't just a water purification machines. They are an investment in healthy and better workforce. 5 stage purification with UVC protection delivers round the clock pure water conforming to IS 13428:2005 standards applicable to packaged drinking water. The latest generation membrane technology at the core coupled with UVC Germ Guardian™ ensures water is crystal clear, safe & 99.9999 % microbe-free.\*

\*Guaranteed free from: 99.9999% bacteria, 99.999% viruses, 99.9% cysts.

## HYPERGENIC HYDRATION

## WATER IN PLASTIC\*\*



leads to

-  Hormone Disruptions
-  Toxicity
-  Obesity
-  Carcinogens
-  Cognitive delays

\*\*According to WHO, bottled water contains microplastics which are potential carcinogens. PET leaches endocrine disruptors into water when stored over 20°C with time, raising health concerns about storage and transportation of the bottles. Bisphenol A (BPA), a chemical used to stabilize epoxy resins and poly carbonate plastics leaches into the water and leads to bad estrogen - A precursor of many cancers.



## DRINKING WATER STATIONS

Sourcing plastic water jars at workplaces comes with financial  dent on the organization that is often overlooked while calculating the comprehensive drinking water bill. Facilities team go through countless impediments in maintaining an uninterrupted supply of pure water  for their workforce.

Just like any other commodity, bottled water is subject to fluctuations in supply and hence maintaining multiple vendors is a norm.

Drinking water stations eliminate these costs along with implicit cost of inconvenience caused. They supply continuous pure water conforming to BIS standards applicable to drinking water at just one-sixth of the cost.



### Saved office Space

Stacking hundreds of plastic jars wastes precious office space leading to peripheral cost of bottled water that corporates do not factor-in while sourcing bottled water.



### Reduced administration Cost

Scheduling, tracking and managing bottled water vendors requires an automated system leading to increased overheads.



### Decreased water bill

WAE Drinking water stations provide continuous in-house supply of pure water at just 48 paise/l cutting down your water bill by 70 % y-o-y basis.



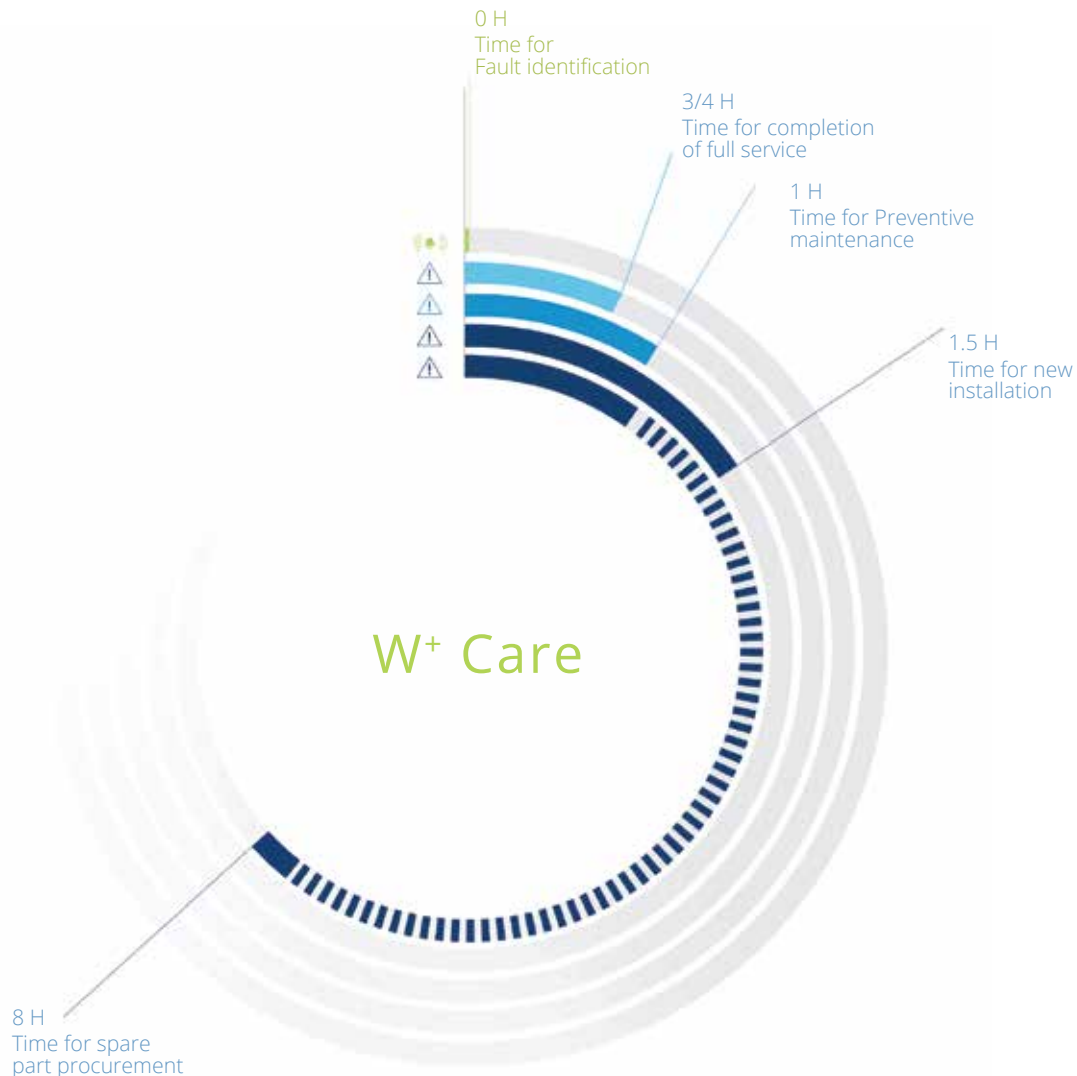
### Saved manhours

Employing manpower to deliver, lift, replace heavy plastic water jars is such a waste! It poses increased risk of injuries and accidents.

# ECONOMICS OF ECO-EFFICIENCY

# 12/313/8

WAE's on call service is operational  
12 hours a day, 313 days a year with  
8 hours of turn around time (TAT)



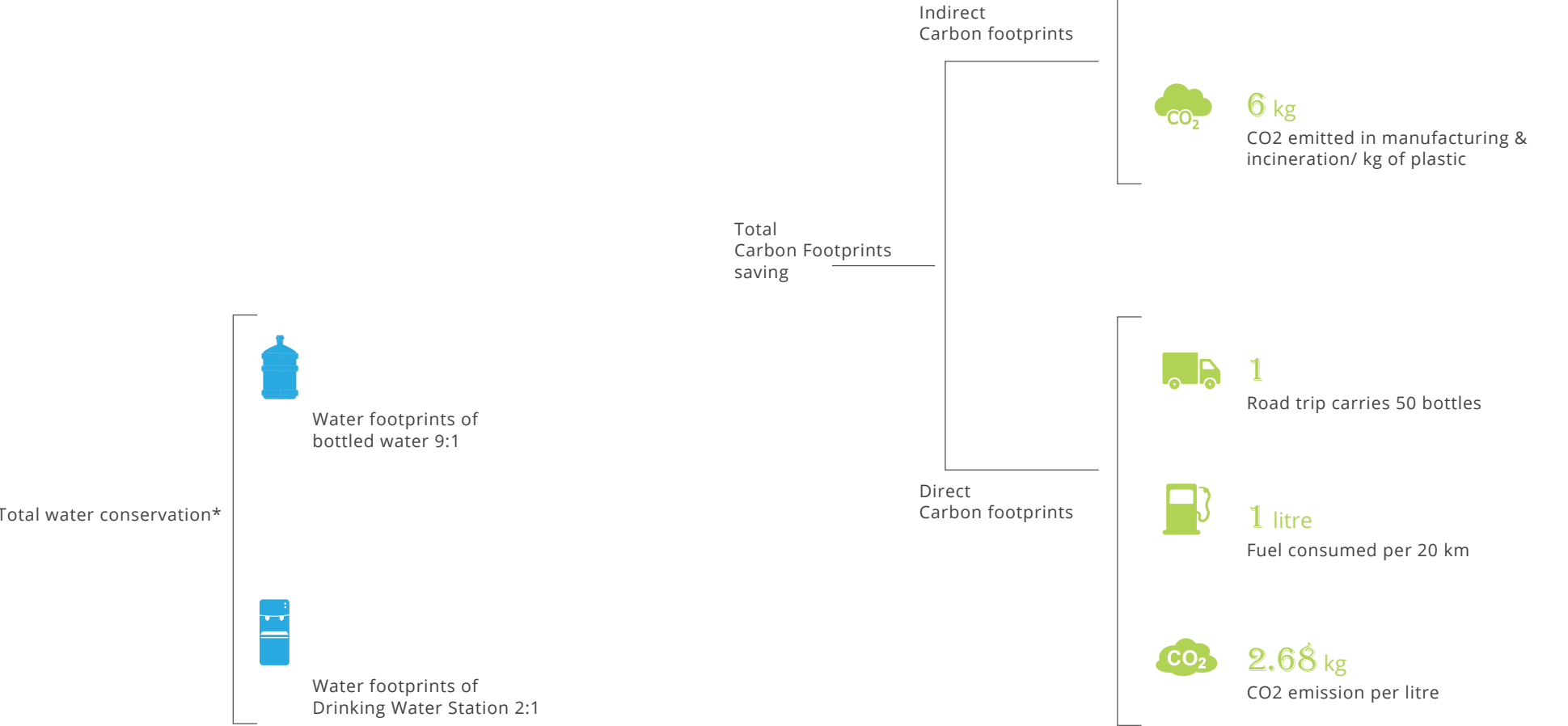
## WAE's Promise

WAE Corp is committed to an outstanding level of service, a set of stringent procedure codes - a set of customer service commitments we call "Aqua Plus", an effective process gradually being implemented across our operations to quench the customer thirst for zero tolerance service support. Dedicated and available, the Customer Care Centre (CCC) provides a single point of contact for all Service, support & customer enquiries, developing close relationships with customers. Strong knowledge management and dedicated training programs allow the first levels of support to resolve most of the customer queries within 24 hours, impacting directly customer satisfaction

# Green Quotient

## Bases

WAE's sustainable hydration solutions aim to fight global water crisis through eradicating plastic and reducing global water footprints.



\*Each litre of water from Drinking Water Stations saves 7 litre of water





TONY ASHWORTH

Ericsson India  
Head of Facility Management  
& Workplace Experience for MOAI and MNEA, &  
Real Estate Global Driver for Energy and Sustainability

Knowing what we know now about the impact of plastics on the environment, both on land and in the oceans (and specifically the Pacific Garbage Patch) our team in India was keen to find a new approach to providing clean drinking water to our staff. They reviewed the volumes, counted the cost, considered the environmental impact, and then identified a solution – a simple and straightforward water filtration process called reverse osmosis (RO).

The RO process removes dissolved inorganic solids (such as salts) from a solution (such as water) by using normal water pressure to push the tap water through a semipermeable membrane. We identified a total of 21 suitable locations (the remaining four were too small to be cost efficient) and in February we installed 150 free-standing RO free systems, thereby removing approximately 25,000 plastic bottles a month from circulation.

**Key facts:**

Total estimated reduction annually of 300,000 bottles – the combined weight of which is equivalent to two medium-sized SUVs.

The total CO<sub>2</sub> emission reduction (due to reduced manufacturing and incineration) is 96,000 kg CO<sub>2</sub>e per month, which adds up to 1,200 tons CO<sub>2</sub> per year (enough energy to power 104 average family homes annually)

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