

GRUNDFOS
THINKS WATER WISE
WATER ACTIVITIES 2014

be
think
innovate

GRUNDFOS 

FRONT PAGE PHOTO BY MR. BALA CHANDAR K.



“Water is the basis for human life and without water, there is no life. Water in the right quality, at the right place, at the right time and in the right amount is becoming the main global challenge and issue for society at large.”

Mads Nipper, Group President & CEO



INDEX

We take the next step in Thinking Water Wise	4-5
This is Grundfos	6-7
Grundfos shares water knowledge	8-9
Innovative Grundfos solution boosts wastewater cleansing	10-11
Grundfos India promotes water disclosure through partnership with CDP	12-13
Grundfos shows social responsibility in local communities	14-15
Grundfos brings water to thirsty elephants and tigers through partnerships	16-17
Grundfos is taking its own medicine	18-19
Grundfos joins forces with The Guardian to promote water sustainability	20-21
Grundfos employees celebrate the first Water2Life water system with locals in Vietnam	22-23





WE TAKE THE NEXT STEP IN THINKING WATER WISE

..... ●

Water is the basis for human life and without water, there is no life. Water in the right quality, at the right place, at the right time and in the right amount is becoming the main global challenge and issue for society at large.

..... ●

2014 has in many ways been a challenging year. It has once again been a year where nature demonstrated its power with extreme weather from droughts, tornadoes, flooding and hurricanes, and the challenges are not getting smaller. Over the next fifty years, the world population is estimated to increase by another 40 to 50%. This population growth – combined with industrialisation and urbanisation – will result in an increasing demand for water and will have serious consequences on the environment.

At Grundfos, we take responsibility for building a sustainable future for coming generations, the planet and our business. First of all, we take this responsibility because sustainability is part of our DNA, and has been the basis for the way we conduct our business from the very beginning. Secondly, it is a way of managing potential risks and reducing costs throughout our value chain. Thirdly, sustainability is a strong innovation and business driver at Grundfos.

In 2013, we launched our water commitments, which cover water consumption and the quality of the water we discharge. By the year 2025, our aim is to reduce our total water consumption by 50% compared

to 2008 levels. From 2013 to 2014, we reduced our water consumption with 6%. Compared to 2008 levels, this means a total reduction of 28%, in spite of the fact that our business has grown by 24% during the same period.

We have primarily focused on our own impact and on putting our own house in order before requesting others, such as suppliers, to do the same. This has put us in a position where we can document an immediate, direct and measurable reduction of our environmental footprint. The next step in our water commitment is to improve the quality of the water we are discharging to minimise environmental impact. Furthermore, it is our ambition that in the coming years, we can use the learnings and experiences from these initiatives to proactively help our suppliers improve their water footprint. Every day we are getting closer to reaching our overall goal, and we always strive to do better – meeting our core value of being relentlessly ambitious.

However, being a world leader in energy efficient pump solutions means that we also have a responsibility for providing knowledge and insight to local and international governmental institutions as well as private organisations. We do this through actively advocating water sustainability to governmental and non-governmental institutions.

One step at the time, we take action to make the world better! In this publication, you can read more about how we have done this throughout 2014, working with the basis of our business and human life, namely water. Enjoy your reading, and Think Water Wise.

Mads Nipper, Group President & CEO



THIS IS GRUNDFOS

Grundfos Holding A/S

Grundfos is the largest manufacturer of circulator pumps covering approx. 50% of the world market. Our goal is to be a global leader within advanced pump solutions and a trendsetter in water technologies. We want to contribute to a more sustainable world by developing pioneering technologies to improve quality of life for people and take care of the planet.

Products

Our range of efficient and reliable pump solutions is continuously extended. Comprehensive knowhow and intensive research and product development allow us to develop new trendsetting products, which meet the increasing demand for better energy efficiency and reduced environmental impact.

Our main products include circulator pumps for heating and air-conditioning as well as other centrifugal pumps for industry use, water supply, sewage and dosing. In addition to pumps and pump systems, Grundfos develops, produces and sells energy-efficient motors and advanced electronics. Built-in electronics make our pumps intelligent and mean that they can determine the need for water and adapt their performance accordingly. This leads to significant reductions in energy and water consumption.

Business areas

Grundfos operates in many different markets and offers pump solutions for a number of different purposes. One important business area for Grundfos is buildings, and we focus on delivering all the types of pump solutions that are required. These solutions are mainly pumps for heating, air-conditioning, fire protection, water supply and wastewater. They are used in large buildings such as hotels, hospitals, shopping malls and in smaller buildings such as one- and two-family houses.

Another business area for Grundfos is water. Grundfos provides pump solutions to e.g. water plants, wastewater plants and agriculture.

Also, we focus on pump solutions for industrial customers. We focus on a number of different industries; some are specific, such as the water industry, but we also focus on providing pump solutions for industries in general.

A global company

Grundfos is a global company with almost 19,000 employees, working in more than 80 companies.

Headquarters are located in Bjerringbro, Denmark. We have production and sales companies in all regions of the world, and we are present in more than 50 countries.

The image shows a modern glass skyscraper with the Grundfos logo prominently displayed at the top. The logo consists of the word "GRUNDFOS" in a bold, blue, sans-serif font, followed by a stylized blue icon of a pump or turbine. The building's facade is composed of a grid of reflective glass panels that mirror the sky and surrounding environment. The sky is a clear, deep blue, and the overall scene is brightly lit, suggesting a sunny day. The building is positioned on the right side of the frame, with a smaller, more traditional building visible to its left.

GRUNDFOS

.....

Grundfos Holding A/S is a pump manufacturer which offers sustainable pump solutions to the market. Today, Grundfos is a one of the world's leading pump manufacturers with an annual production of more than 16 million pump units.

.....



GRUNDFOS SHARES WATER KNOWLEDGE

With the position as a world leading water pump manufacturer comes substantial responsibility, not only to provide sustainable pump and water solutions in a responsible manner, but also to be an active player in the communities in which Grundfos operates. Through innovative and collaborative partnerships Grundfos engages with e.g. politicians, scientific researchers and the water utility sector – public as well as private. Asia is one of Grundfos' key markets and across the continent, Grundfos discusses and promotes sustainable development in various fora.

Boosting water utility knowledge in Sri Lanka

In March 2014, Grundfos Sales Development Director Jan Pedersen facilitated an event in Sri Lanka with the overall theme “Boost your

knowledge in water utility – tomorrow’s knowledge, today”. Stakeholders were gathered to discuss issues and benefits related to the Sri Lankan water utility sector. Participants in this event included members of the National Water Supply & Drainage Board (NWSDB), engineers and suppliers from the private sector. This event was very important as around 40% of Sri Lanka’s clean water is lost during distribution due to outdated technology. If water utility solutions were optimised, it would reduce electrical consumption, reduce wear and tear on the equipment and increase environmental sustainability.

Grundfos opened its first office in Sri Lanka in 2012 and is currently engaged in many projects together with the government and the private sector, thereby supporting a country which has previously experienced a lot of difficulties and instability. “With the current stability of governance in Sri Lanka, the establishment of a Grundfos office in Colombo in 2012 shows the level of our commitment and confidence, and also the importance of the Sri Lankan market in our business focus. We have been represented in the country for 20 years, but it was time to open our own office and expand our operations here,” said Mr Jan Pedersen.

Sharing knowledge on sustainable solutions at the Singapore International Water Week

It is not only in Sri Lanka that water is on the agenda. In the beginning of June 2014, the Singapore International Water Week took place. Once again, Grundfos was present, offering expertise within efficient water solutions to politicians and key players in the water industry.



However, Grundfos was not only present to display its extensive range of sustainable solutions. A cooperation agreement was signed with PUB, Singapore's national agency for water, in which Grundfos commits to contribute to the search for future sustainable solutions. "Grundfos wants to be a leader in the development of technologies that can make lives better for both present and coming generations. The agreement with PUB gives us a great platform to work from in order to support and develop green growth," said Regional Managing Director for Grundfos in Asia-Pacific Poul Due Jensen.

In addition, a cooperation agreement was signed between Denmark and Singapore in which the two nations committed to support the development of sustainable solutions to the world's water challenges. At the Singapore International Water Week, Grundfos presented some of the currently available solutions which can make a difference today. Conference participants could get familiar with e.g. the Demand Driven Distribution system, a Grundfos solution which can reduce water waste caused by leakages in the water mains, and Oxiperm Pro, a Grundfos water treatment solution using dosing. Participants also got a glimpse of the newly developed system for protecting coastal communities against floods. Each of these solutions can help solve some of the world's serious water challenges.

Grundfos China co-organising the China Urban Water Efficiency Management Conference

In June 2014, Grundfos China and the China Development Research Foundation co-organised the China Urban Water Efficiency Management Conference. During this conference, a research project was presented which gave valuable insight into the current situation for water resource management systems in China and suggested how to improve the efficiency of water use and water supply performance. The project was completed through collaboration between experts from the China Development Research Foundation, the Ministry of Environmental Protection, the Ministry of Water Resources, the Chinese Society for Urban Studies, Tsinghua University and other stakeholders.



Mr Qiu Boaxing, former Vice Minister of the Ministry of Housing and Urban-Rural Development, pointed out: "Urban water efficiency will be improved by at least 15% through water conservation in urban areas, improving industrial water repetition rate, reducing pipeline leakage etc." Fang Jin, research team leader and Deputy Secretary General of the China Development Research Foundation, elaborated, emphasising that the advance of new urbanisation in China is facing severe water bottleneck constraints. He believes that the key to removing this bottleneck is to reform the system.

Knowledge sharing is the key to the future

Grundfos will continue to contribute with input and recommendations that can help drive the water sustainability agenda, not just in Asia but all over the world. Through partnerships and collaboration with stakeholders such as governments, local communities and businesses, Grundfos believes that smarter and more sustainable solutions can be developed and implemented.



.....
Many industries use huge amounts of water during production. It is a big challenge to ensure that the wastewater from production is cleaned and is of good enough quality to be led back into nature. Many production companies have difficulties handling this task, but it is of great importance for the environment and the local community.
.....

INNOVATIVE GRUNDFOS SOLUTION BOOSTS WASTEWATER CLEANSING

In Vimmerby, Sweden, the major Scandinavian dairy Arla Foods operates one of its largest and most high-tech dairies. In 2012, Arla Foods faced an increase in customer demand, but experienced a major problem when trying to expand its production: It would take the local municipality three to four years to build a new treatment system that could accommodate the increase in wastewater being dispatched from the dairy. This forced

Arla Foods to take matters into its own hands, and the dairy therefore invited Grundfos to come up with a solution. Pär Bragsjö, Facility Manager at the Arla Foods dairy, remembers: “We presented Grundfos with our requirements regarding the degree of purity of our wastewater, and we got the answer that it would be no problem.”



Expectations fulfilled

In November 2012, a contract was signed for Grundfos to deliver a Grundfos BioBooster system; a compact, decentralised treatment plant that would be built right outside the factory. As early as May 2013, Arla Foods was able to expand its production and lead wastewater through its own, new, innovative sewage works.

“The tremendous time pressure which Arla Foods was under was no problem for us because our solution is modular. It is therefore very simple to install, and even before the installation we were able to test the entire system thoroughly at our factory in Denmark,” explains Søren Nøhr Bak, Industry Segment Director at Grundfos.

Wastewater from dairies is relatively hard to clean, but with the system running problem-free for over a year, Pär Bragsjö considers the results to be positive. He also expresses his satisfaction with the system being very easy to operate despite its advanced technology.

“The wastewater gets cleaner than anticipated, and we can even treat much more water than promised – 400 cubic metres per day instead of 320.” This is also supported by Georg Stefansson from Dalkia, the company that handles day-to-day maintenance at the Arla Foods dairy. His job is among other things to check that the wastewater complies with the strict environmental requirements. “We take samples every day to examine the quality of the water. After it has run through the Grundfos BioBooster, it is so clean that it can be led directly out into the environment,” he explains.

One solution benefits several partners

The Grundfos BioBooster is not only the best solution for Arla Foods, but also for the local community and the environment. The local Swedish farmers benefit from the dairy’s treatment plant: The sludge that is left over from the cleansing is used as manure in their fields. Grundfos BioBooster helps Arla Foods live up to its slogan ‘Closer to Nature’ and improve the situation for Arla Food’s customers, the local farmers and the environment.

According to Pär Bragsjö, Arla Foods has a great focus on the environment and energy consumption. “Grundfos BioBooster is a very good example because the system has very low energy consumption and only uses natural methods for cleaning the water – not chemicals,” he says. “In addition, it is quite cheap having one’s own decentralised sewage treatment plant. The costs are almost half compared to what they would be if the water were to be cleansed at the municipality.”

The world’s biggest and most modern decentralised wastewater treatment plant

In 2014, Herlev Hospital in Denmark opened its own Grundfos BioBooster plant. It is the biggest and most modern decentralised wastewater treatment plant in the world, with a capacity that matches a small town with 2,500 inhabitants.

Herlev Hospital, located in the Capital Region of Denmark, was facing a large wastewater challenge, as hospital wastewater contains a complex mixture of hazardous pharmaceuticals, harmful pathogens and antibiotic resistant bacteria in very low doses. Conventional wastewater treatment cannot remove these pollutants which therefore pose a potential threat to public health and the environment. Jakob Søholm, Sales Manager at Grundfos BioBooster says: “The Grundfos BioBooster system uses a mechanical and biological cleaning process, which is normal for conventional treatment plants. But besides that, a very advanced cleansing is carried out using ozone and activated carbon which helps break down the medical substances so that the water we ultimately send out is extremely clean.” The ultimate objective for Herlev Hospital is to be able to discharge its wastewater directly into a nearby stream which needs water in the summer.

The initial pilot project is now completed, and with the positive results already achieved, this could be a great opportunity for other hospitals or companies to solve serious and difficult wastewater treatment problems.



GRUNDFOS INDIA PROMOTES WATER DISCLOSURE THROUGH PARTNERSHIP WITH CDP

Businesses in India are underestimating water-related risks as depletion and pollution threaten to deprive the population of millions of litres of safe and clean drinking water and stifle economic growth, according to the 'Business Case for Water Disclosure in India' report.

Grundfos India has partnered with the Carbon Disclosure Project (CDP – see more about the CDP at the end of this article) to publish the report “The Business Case for Water Disclosure in India” prepared by the CDP and international auditors KPMG. With Grundfos India sponsoring the report and responsible for promoting it in the media, the report aims to promote water stewardship among the corporate community in India.

Commenting on the Grundfos India initiative on water conservation, Managing Director Ranganath N. K. of Grundfos India says: “Water is a major driver for sustenance of civilisation, food security and economic

prosperity. Its mismanagement can result in significant harm to the environment and to people. Effective management of water resources and water use is one of the most critical business and sustainability challenges of the 21st century.”

The report was published on 18 March 2014 and concludes that companies are increasingly aware of water related risks, but that actions to manage water issues at corporate level are inadequate. An increasing number of stakeholders are calling for transparent and comparable disclosure of water related information from Indian companies for consideration in decision making. Interestingly, the report also highlights how water presents a strategic opportunity for companies to improve financial and brand performance. It emphasises that disclosure is good for business: The process of water disclosure helps businesses and institutional investors to better understand the risks and opportunities associated with water scarcity and other water-related issues. At the same time, it promotes water stewardship and delivers insights that enable companies to take intelligent action to manage this critical resource.

Key findings

The report is aimed at governments, businesses and investor communities and states why corporate water disclosure is the most effective way to stimulate a rational and coherent business response to the issues of water availability. Some of the findings in the report are:



- As India moves into the 21st century, it faces an impending water crisis with the potential to stifle economic growth.
- Water is a critical business issue that deserves serious attention.
- Indian businesses are currently underestimating water-related risks due to a lack of effective measurement and monitoring.
- Global Companies see the water crisis as a serious and immediate threat: Two thirds of all Global 500 respondents to the CDP's water questionnaire have experienced water-related risks, of which 64% have the potential to impact business now or within the next five years.
- Companies are aware of increasing water related risks, but actions to manage water issues at corporate level are inadequate: Half of all Indian companies (55%) have a water policy, strategy or management plan in place. Only half of these policies include concrete quantitative goals or targets for water resource management.
- Most of the companies are focusing only on direct operations, while serious water related risks might lie in the supply-chain: Around 60% of the companies analysing water related risks are only doing so at facility or business unit level. Similarly, 56% of all water-related goals and targets are focused on direct operations.

Re-emphasising the importance of corporate water disclosure, Director Damandeep Singh of CDP India says: "The availability and quality of water poses a dirty and deep challenge to businesses and communities in India like many parts of world. Both the UN and the IPCC (Intergovernmental Panel on Climate Change) have warned of increasing water stress in large parts of the world. These factors will limit economic development and greatly exacerbate rural poverty, particularly in emerging and developing economies. Businesses, as well as nations, need to prepare and work towards safeguarding this vital resource which is already becoming as expensive as oil in some parts of the world. The introduction of the CDP water programme in India in 2015 will address this information gap by driving companies to measure, monitor and ultimately manage water-related risks."

Going beyond the ordinary

Grundfos India is actively promoting water awareness. Through its Facebook site 'Ek Boondh Pani', the company promotes water

conservation tips and facts to more than 100,000 followers. In addition, Grundfos India employees have been working with students from elementary schools to universities since 2010 to spread awareness on energy and water conservation. More than 503,000 students have been involved since the beginning of the programme, and the students are also influencing their families, friends and communities to conserve water.

About the CDP

The CDP is an international non-profit organisation with operations and partnerships in over 60 countries providing the only global system for companies and cities to measure, disclose, manage and share vital environmental information. Launched in 2000, the CDP's mission is to transform the global economic system to prevent dangerous climate change and value our natural resources, including water, by putting relevant information at the heart of business, investment and policy decisions. Data and insights from the CDP system are made available for use to a wide audience including institutional investors, corporations, policymakers and their advisors, public sector organisations, government bodies, academics and the public. For more information, visit www.cdp.net.



In January 2014, Ngoc Hien, a village in southern Vietnam, received its first solar pump system – a system donated by Grundfos Vietnam. It was a dream come true for Gert Borrits, former General Manager at Grundfos Vietnam.





GRUNDFOS SHOWS SOCIAL RESPONSIBILITY IN LOCAL COMMUNITIES

Grundfos depends on the local communities, and the local communities depend on Grundfos. Collaboration with local municipalities, institutions and NGOs is a natural part of the Grundfos business and contributes to the positive development in local communities. This is also the case when it comes to water sustainability. Grundfos believes that addressing water sustainability issues in collaboration with other stakeholders and through partnerships has the greatest impact on communities as it is possible to draw on significant expertise, capacities and resources. Throughout 2014, this has been done in many ways around the world with Grundfos products and donations, through partnerships and through contributions from Grundfos employees.

Grundfos Vietnam donates solar pump systems

In January 2014, Ngoc Hien, a village in southern Vietnam, received its first solar pump system – a system donated by Grundfos Vietnam. It was a dream come true for Gert Borrits, former General Manager at Grundfos Vietnam. Gert Borrits had visited Ngoc Hien a couple of times and saw an area with very poor infrastructure, no electricity, no clean water and no schools. This made a great impression on him, and he promised the locals to somehow provide facilities that would improve their quality of life. This became a reality in January 2014 when the first solar pump system was built and celebrated with an opening ceremony under the theme “Clean water to the community”. The initiative is part of Grundfos Vietnam’s sustainability activities and was opened by a badminton event held in 2011 and arranged and planned by the employees at Grundfos Vietnam. The opening ceremony was attended by both local governments and residents, and Mr Tran Hong Quan, Ngoc Hien District Party Committee Secretary, opened the ceremony by acknowledging how well the system works and by thanking all donors.

The new water system in Ngoc Hien is a sustainable solution for the community, the environment and Grundfos. It is a solar driven system that can run without electricity or a diesel engine. This means that it fits well in this area of Vietnam where the electricity supply is very unstable, and the system does not pollute the environment with gas emissions. For Grundfos, the solution increases the great business opportunity that has been identified in this area of Vietnam for solar driven Grundfos pump systems. The solution thus creates a win-win-win situation. In the future, Grundfos Vietnam will work towards providing more and more households with access to clean water, contributing to improving Vietnam’s inferior sanitation and the quality of life for the local population. In addition, the Grundfos employee programme Water2Life is also working on building water systems in this area, improving the quality of life of many locals in the Mekong Delta.





GRUNDFOS BRINGS WATER TO THIRSTY ELEPHANTS AND TIGERS THROUGH PARTNERSHIPS

.....
Grundfos believes in sustainability through partnerships and acknowledges that through partnerships, it is possible to reach further. This was also the case both in Zimbabwe and India where Grundfos has played an important role in bringing water to thirsty elephants and tigers.
.....

In Zimbabwe, droughts are a great problem, and especially in the Hwange game park the elephants struggle and are in need of a reliable source of water. Grundfos South Africa donated an SQF solar pump to the park in a joint project with Solarquest. Mr. Jangez Gangat of Samansco, a Division of Solarquest, says: "It is a great thing that this donation is getting so much exposure, and we are happy about the general interest in this event which shows that solar pumping is a great solution for many projects in the future."

It is not only Zimbabwe that has problems with areas not having enough water. In a forest area in Andhra Pradesh in India, tribal communities, wild animals and the forest staff have been struggling to get access to clean water. To try and solve this problem, the WWF (World Wildlife

Fund) initiated a pilot project in 2011 with solar driven pump systems in Farahabad in the Achampet Wildlife Management Division of India. Besides providing clean water to the area, it also reduced the need for humans to enter the wildlife areas, thereby reducing the overall disturbance and the risk of conflicts. Furthermore, during dry periods the animals can now access water in their habitat instead of migrating long distances. It has turned out to be a great success, and the immense potential of this innovative and renewable water solution has led to similar projects in the Nagarjunasagar Srisailem Tiger Reserve and the Kawal Tiger Reserve. Grundfos India has played a significant role in this water management initiative by donating and providing pumps at discounted prices towards this cause. The company is also dedicated to creating awareness about water conservation among young school children in India through various programmes. Through all these initiatives, Grundfos is contributing to bringing clean water to areas in India that have a great need for it.

.....
The advantage of a solar driven pump system is that during daytime, it draws power directly from the solar panels and does not need an inverter or storage batteries. The potential of these solar driven water systems for other areas facing water scarcity because of dry seasons is immense.
.....



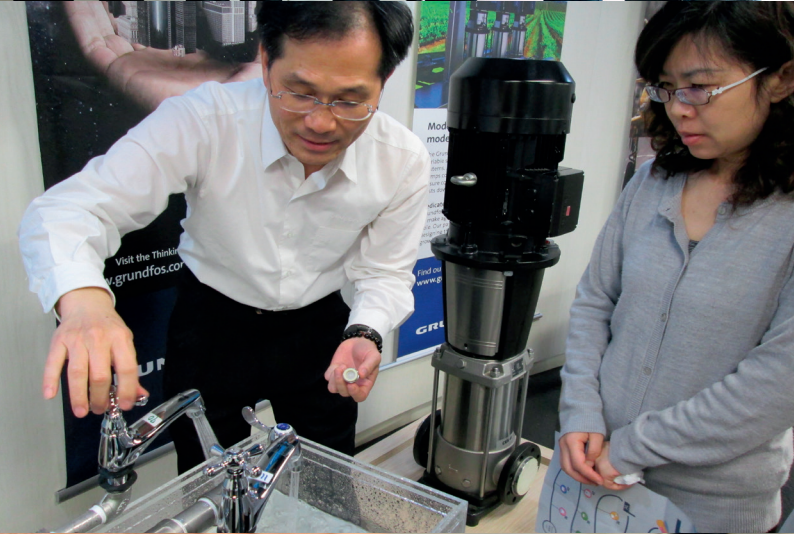


GRUNDFOS IS

.....

Nowadays, companies are held accountable for reducing their negative impact in terms of both social responsibility and environmental impact, and this is also true of Grundfos. As a company that produces water and energy efficient solutions, Grundfos plays a vital role in helping others reduce their negative impact. Therefore, Grundfos has decided to take its own medicine and focus strongly on water scarcity.

.....



Grundfos Thinks Water Wise

On 22 March 2014, Grundfos celebrated the United Nations (UN) World Water Day. The purpose of the day is to raise awareness of water scarcity, and the UN encourages companies to showcase how they can reduce their water impact. Grundfos and its employee programme Water2Life has a tradition for joining and celebrating this day, and in 2014 this was done through a remarkable event showing how Grundfos Thinks Water Wise.





TAKING ITS OWN MEDICINE

The event included three elements contributing to fulfilling the triple purpose of the initiative; improving social responsibility, the environment and the economy. First, Grundfos installed water saving aerators in all water taps in its buildings. Secondly, through the Grundfos employee programme Water2Life, employees worldwide could donate to Water2Life and at the same time receive water saving aerators for their homes. And finally, the donations from the employees provided poor people in Vietnam with clean and safe water through the Water2Life project. In this way, the celebration created a win-win-win situation.

When an employee idea becomes reality

The concept for the 2014 World Water Day was developed on a normal workday when three employees realised that the amount of water coming out of the taps could be reduced using a simple insert. After testing the insert for a month on selected taps, the result was clear. With a reduction of up to 50% per tap, the idea seemed straightforward, and when the concept was pitched to Water2Life, a collaboration was soon up and running.

On 22 March, the event was launched. All Grundfos employees received a small folder explaining how they could reduce water use both in their private homes and at work. During World Water Day and over the subsequent weeks, Grundfos companies all over the world joined the celebration; from barbecues in Australia and water walks in Taiwan to a magic water tap display in Denmark and a water wall and a candy shop at the Grundfos factory in Mexico. Vibeke Tuxen, Water2Life Project Manager, believes that the key to success for this event was to facilitate a full campaign to all companies, but also to give them the opportunity to put their own touch on the celebration. "The many Water2Life ambassadors really made this event their own", she says. "With great dedication and creativity, the ambassadors managed to get many of their colleagues involved". During the two weeks of the event, over 5,000 water saving

aerators were handed out to employees, and more than EUR 11,900 was donated to Water2Life; the equivalent of providing 15,900 m³ of clean water to poor people in Vietnam every year. A total of 3,803 water saving aerators were installed worldwide at Grundfos companies. This means that Grundfos has reduced its yearly water consumption. Jørgen Kristian Pedersen, Senior Project Manager in Grundfos and responsible for the Grundfos water strategy, says: "The event was a huge success; it showed how Grundfos companies all over the world stand together when coming up with solutions to reduce our water consumption. It fits perfectly with our water strategy and the directions we have taken as a company".

Collective action

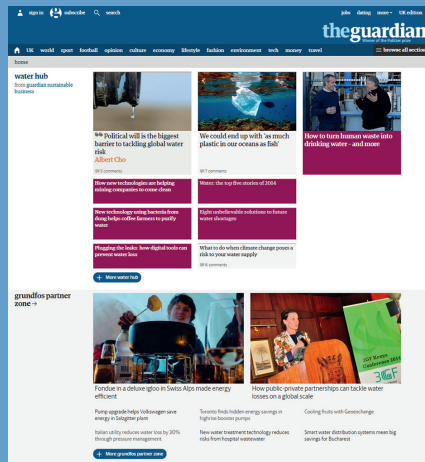
It is not just major events and campaigns that help reducing Grundfos' water consumption. Grundfos companies all over the world are taking part in reducing the water consumption. At Grundfos, it is becoming standard practice to collect rainwater for water fountains and irrigation. The Grundfos production company in Mexico has installed a 50 m³ water tank for collecting rain during the rainy months to be used in dry periods. This has reduced water consumption by more than 220 m³ a year. In Hungary, however, they have gone one step further. Their rainwater tank can hold up to 1,200 m³ of water. The rainwater is collected from the roof of the buildings and is mechanically filtered before entering the tank. Besides being used for garden irrigation, the water is also used when spraying the cooling towers, and for flushing toilets. Once again, these initiatives all help reduce water consumption dramatically, and they improve the company's environmental footprint which is very important to Grundfos. Grundfos acknowledges the need for taking serious responsibility when it comes to water, but also that Grundfos is big enough to make an impact. At Grundfos, it is important that the employees, too, are part of this responsibility, and therefore great effort goes into nurturing a sustainable mind-set among Grundfos employees worldwide.



GRUNDFOS JOINS FORCES WITH THE GUARDIAN TO PROMOTE WATER SUSTAINABILITY

In 2014, Grundfos entered a partnership with the acknowledged British newspaper The Guardian to sponsor The Guardian's Sustainable Business Water Hub. The purpose of the water hub is to bring public and private organisations together to create a more sustainable world. Knowledge sharing and inspiration are in focus, and the hub is a place where progressive business leaders can gain insight into sustainable business. "The Guardian is one of the world's best-known newspapers, and its readers, many of whom are key decision makers, can be found all over the world. The Guardian has a huge network of thought leaders in the area of global sustainability and through this partnership, Grundfos can engage with these leaders", says Jackie Maxwell Sehested of Grundfos Group Marketing, a member of the group working with the partnership. The partnership gives Grundfos an outstanding opportunity to advocate water and energy sustainability, and it can also create business opportunities for Grundfos to present solutions which can contribute to solving some of the serious water scarcity and quality problems around the world.

The Guardian Sustainable Business hub differs from the independent part of The Guardian as it is based on paid partnerships between the newspaper and a number of corporations. The stories on the hub consist of a combination of independent and sponsored stories. This gives Grundfos a great opportunity to not only communicate our own sustainability initiatives, but also to get in contact with some of the world's leading companies within sustainability. Apart from Grundfos, other world leading companies such as H&M, Ernst & Young, Philips and Unilever participate in the hub.



The articles will be featured alongside independent articles on theguardian.com and will also be promoted on The Guardian's social media platforms; for instance Twitter at @GuardianSustBiz, which is one of the world's most influential social accounts on sustainability ranked by the ability to drive conversations and actions, according to the Peer Index and Sector Rankings UK 2014.

.....
You can visit The Guardian Sustainable Business
Water Hub here:
theguardian.com/sustainable-business/series/water

And you can follow Twitter account here:
[@GuardianSustBiz](https://twitter.com/GuardianSustBiz)
.....





GRUNDFOS EMPLOYEES CELEBRATE THE FIRST WATER2LIFE WATER SYSTEM WITH LOCALS IN VIETNAM

.....

In November 2014, four Grundfos employees visited the Mekong Delta to see the first Water2Life water system in Vietnam – a system donated by Grundfos employees through the employee programme Water2Life. The four employees also witnessed local people in An Quoi getting access to clean drinking water in their houses for the first time ever.

.....



A touching experience for the Grundfos employees

In 2013, four Grundfos employees won a Water2Life competition. The prize was a trip to Vietnam in 2014 with the purpose of visiting the Water2Life project in Southern Vietnam and experiencing the reality of everyday life without clean water.



The latter was the experience that made the greatest impression on every one of the winners. Jette Precht, Technical Assistant from Grundfos Denmark, puts it this way: “What we had only seen on posters suddenly became real to us! And it touched our hearts deeply. Meeting the locals face to face made you realise the effect that the Grundfos employee donations have, and it really confirmed that it was money well spent”. Everywhere they went, the employees were met with gratefulness from the locals which made the experience unique, emotional and touching. The employees shared their experiences with colleagues worldwide on various internal media. One of the winners, Marija Moric, Shipping Coordinator from Grundfos Serbia, says: “I am proud to get the opportunity to visit Vietnam and see the projects that have only been realised because of my colleagues around the world. It makes me proud that my workplace Grundfos doubles the donations. I very much looked forward to meeting the local people”.

The first village gets clean water

Imagine having clean drinking water coming out of your tap for the first time ever. This was the case for hundreds of families in the village of An Quoi where the first Water2Life water system in Vietnam was installed. This was a huge improvement for the locals and their everyday life. They are used to having lots of water in the river right outside their houses, but the water is not drinking water and causes many diseases. Therefore, the reaction was very strong when the water system opened. Mr Cong has lived all his life in An Quoi and had never had access to clean water, but always wished that he could. He was so excited that he couldn't sleep the night before the system was opened.

More than just a water system

Water2Life supports the local people with sustainable water systems and ensures that it is a sustainable solution both for the locals, for society as a whole and for the environment. The solution features a solar driven pump system developed to fit the needs of developing countries. Water2Life cooperates with a local NGO, East Meets West, about hygiene and sanitation training for local women and schools. It

is important to ensure that the local people know how to handle clean water so it does not get polluted again. Flora Fan, HR Specialist from Grundfos Taiwan and one of the winners, says: “What Water2Life does is so much more than just installing pumps. We make a difference in many ways, and it creates great commitment and interaction among colleagues. Being a volunteer Water2Life ambassador is a great joy as the activities are often very different from my daily work. It builds strong partnerships with my colleagues, which corresponds perfectly with our corporate values”.

More people will get clean water

The Grundfos employees have already donated money for an additional four water systems. These will be installed at four different villages in the Mekong Delta. This means that more people in Vietnam will have access to clean water and have their standard of living improved significantly. This is only possible because of the great commitment of the Grundfos employees and Water2Life ambassadors.

.....

Water2Life is Grundfos' internal employee programme; a so-called corporate volunteering programme. It is closely related to Grundfos' DNA of being socially responsible. Through Water2Life, employees at Grundfos have the opportunity to combine their professional key competences with volunteer work. Water2Life has two objectives: to create a vibrant global corporate culture where employees are personally and actively involved in taking responsibility for the world around them, and to provide sustainable access to clean water for thousands of people in developing countries. Working towards a common objective of providing clean water to poor people unites the employees and creates a sustainable mind-set. Water2Life is a strategic initiative benefitting both the employees, the business of Grundfos and the surrounding society – a win-win-win situation.

.....

be think innovate



GRUNDFOS Holding A/S
Poul Due Jensens Vej 7
DK-8850 Bjerringbro
Tel: +45 87 50 14 00
www.grundfos.com

GRUNDFOS 

The name Grundfos, the Grundfos logo, and be think innovate are registered trademarks owned by Grundfos Holding A/S or Grundfos A/S, Denmark. All rights reserved worldwide. 0215/Group Quality and Sustainability/1648-D&I