

Water & Sustainability

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Gary White and Matt Damon

The actor and entrepreneurs want to spread the word: Water is a human right

02 | What you need to know about treating your water and improving its quality

11 | Pure Strategies is working to bring sustainability into your home

A Mediaplanet Guide to **The Water Crisis, Sustainable Business Practices, and Those Trying to Help**

STOP PFAS AT THE SOURCE



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Water Environment Federation
the water quality people®

Saving Money While Saving the Planet

Capstone Green Energy helps organizations save money and reduce their carbon footprints by strategizing and executing more sustainable energy solutions. Capstone president and CEO Darren Jamison offered his insights into why going green is good for business.

Does adopting sustainable practices and technologies make good business sense?

All businesses obviously are in business to make money. If they can lower their energy costs by being sustainable at the same time, then that's a win-win.

In the last three years, we've saved our customers almost \$1 billion in energy costs and about 1.5 million tons of carbon emissions. Energy-intensive customers need to analyze their energy usage, their carbon footprint, and look for ways to both save money and save the planet.

Sustainability is driving today's buyer decision-making. Most studies say that consumers — especially younger people — will pay more for a sustainable product.

How has the Inflation Reduction Act incentivized "going green" for businesses?

We've always had an Investment Tax Credit (ITC) that's traditionally been 10% for the last 15-20 years. This act increases it to a minimum of 30%. There's an additional 10% available for U.S. manufacturers.

Obviously, the more you can make energy efficiency and green energy cheaper with government subsidies, then project adoption should go up. For us, it is transformational. We've never gotten that level of government support in our history.

What is one of Capstone's key goals for sustainability?

Increasing awareness and education is the biggest thing. If everybody learns more about it, sees what opportunities are out there, and then makes an informed decision, that's really what the world needs — smart people doing their homework and making good decisions.

To learn more, visit
capstonegreenenergy.com



Untapped Potential: Matt Damon and Gary White Want to Ease the Global Water Crisis With Innovation

An estimated 1 in 10 people lack immediate financing to access and maintain safe water systems, and 1 in 4 individuals can't afford sanitation systems.

Actor Matt Damon and entrepreneur Gary White are fighting to change the number of people without access to clean, safe water. Together, they cofounded Water.org, a nonprofit, and WaterEquity, an asset manager. White is CEO of both groups.

Through WaterEquity specifically, Damon and White help link communities in need with private investors. Those investors grant loans to individuals in those communities, who can then take the funding and set up safe water and sanitation services while repaying the loans over time.

Financing via small, affordable loans, on the other hand, allows for families to get quick relief that is longer-lasting than implementing temporary fixes.

"Every repaid loan creates the opportunity for another family

to get the safe water and toilets they need," the two said.

For both Damon and White, the mission is about providing clean water — an essential resource for health — but it's also about offsetting the harmful effects of climate change, which disproportionately affect low-income communities. Other goals include reducing gender inequality to provide opportunities for women to advance, and giving investors the chance to put their money toward a humanitarian cause.

Currently, economists estimate an \$18 billion market demand for funding water and sanitation services from these communities. By 2030, that amount is projected to reach \$1 trillion, according to WaterEquity.

Fighting inequity

Data suggests that the burden of collecting water typically falls to women. Around the world, girls and women spend a collective 200 million hours per day collecting water.

The effects of climate change, from fluctuations in precipitation

and rising sea levels to drought, influence people's ability to tap into and maintain safe water and sanitation systems. Communities that are already disadvantaged suffer the most.

"To lessen the impact of shortages tomorrow, we need to expand access to water today," Damon and White explained.

So far, Damon's and White's work has contributed to 48 million people obtaining access to safe water and sanitation, according to Water.org. Those wishing to help can donate online at Water.org.

"Small donations make a big impact, just \$5 can give someone access to a tap or toilet that will change their life," Damon and White said.

Giving the life-changing gift of safe water is the way to end poverty, achieve global equality, and make a bright future possible for all. Donate at Water.org/usatoday to give people in need access to safe water and the health, hope, and opportunity that flow from it. □

Melinda Carter

There's Never Been a Better Time to **GO GREEN**

Capstone Green Energy is helping industries meet their energy needs while boosting the reliability of their energy supply, improving the predictability of energy costs, and lowering their carbon footprint.

The new Energy Investment Tax Credit (ITC) will extend, expand, and increase federal tax credits to new clean energy technologies. In addition, the legislation increases the tax credit available to microturbine combined heat and power (CHP) projects and other complementary solutions.

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