



GEMI[®]

Collecting the Drops:

**A Water
Sustainability
Planner**

Case Example

The Procter & Gamble Company: Earning an Award for Innovative Water Reuse in Connecticut

An innovative program at a U.S. plant in Stamford, Connecticut is representative of efforts to recycle water at The Procter and Gamble Company's (P&G) facilities in more than 80 countries worldwide.

When lack of rainfall from the Fall of 2001 through the Spring of 2002 created a severe drought emergency for the City of Stamford, P&G's Clairol plant in Stamford implemented a successful water conservation program. The program included a range of elements, from raising employee awareness in order to conserve water both at work and at home, to installing new water conservation equipment.

A water reclamation system was designed and built at a cost of \$250,000. This system reclaims process water for use in air conditioning equipment and scrubbers. The results were both impressive and sustainable. Water usage for 2002 was 90 million gallons, down from 109 million gallons for 2001, and results for 2003 were even better. The program earned P&G's Clairol plant a 2003 Green Circle Award from the Connecticut Department of Environmental Protection. The program helped the site achieve a 20 percent reduction in the use of drinking-quality water by the Clairol plant.