MANUFACTURING WATER STRATEGY – LESSONS LEARNED
SOME OF OUR PRODUCTS...
OUR PLAN IS ONE FORD

Ford remains focused on accelerating the development of new products our customers want and value, continually, improving our balance sheet and perhaps most importantly working together as ONE team.

ONE TEAM
People working together as a lean, global enterprise for automotive leadership, as measured by:

- Customer, Employee, Dealer, Investor, Supplier, Union/Council, and Community Satisfaction

ONE PLAN
- Aggressively restructure to operate profitably at the current demand and changing model mix
- Accelerate development of new products our customers want and value
- Finance our plan and improve our balance sheet
- Work together effectively as one team

ONE GOAL
An exciting viable Ford delivering profitable growth for all

Expected Behaviors
- Foster Functional and Technical Excellence
  - Know and have a passion for our business and our customers
  - Demonstrate and build functional and technical excellence
  - Ensure process discipline
  - Have a continuous improvement philosophy and practice

- Own Working Together
  - Believe in skilled and motivated people working together
  - Include everyone; respect, listen to, help and appreciate others
  - Build strong relationships; be a team player; develop ourselves and others
  - Communicate clearly, concisely and candidly

- Role Model Ford Values
  - Show initiative, courage, integrity and good corporate citizenship
  - Improve quality, safety and sustainability
  - Have a can do, find a way attitude and emotional resilience
  - Enjoy the journey and each other; have fun - never at others’ expense

- Deliver Results
  - Deal positively with our business realities; develop compelling and comprehensive plans, while keeping an enterprise view
  - Set high expectations and inspire others
  - Make sound decisions using facts and data
  - Hold ourselves and others responsible and accountable for delivering results and satisfying our customers
Ford’s Sustainability Vision

Our vision for the 21st century is to provide sustainable transportation that is affordable in every sense of the word:

- Environmentally
- Socially
- Economically

“Improved sustainable performance is not just a requirement, but a tremendous business opportunity.”

- Bill Ford
MANUFACTURING ENVIRONMENTAL STRATEGIC DIRECTION

Provides the foundation for all environmental actions

- Environmental Strategic Direction
  - Strategic
    - Manufacturing Environmental Strategic Direction
  - Tactical
    - Environmental Strategies: Compliance, CO2, Materials, Waste, Water, VOC
    - Environmental Actions
    - Business Plan Objectives / Targets
    - Metrics (Region/Plant/Department)

- Environmental Strategic Direction
  - Adopt holistic approach to reducing overall environmental impact of manufacturing operations:
  - Pursue integrated air emissions control approach that also reduces greenhouse gas emissions and improves energy efficiency.
  - Take resource conservation actions specifically toward eliminating land disposal and reducing water usage.
  - Evaluate and reduce toxicity of manufacturing byproducts (e.g., air emissions, wastewater, waste) in addition to quantity.

- Env. Operating System
  - SAMPLE: 201X ENVIRONMENTAL PLAN
    - Note: Sample data only - Do not use
MANUFACTURING ENVIRONMENTAL STRATEGIC DIRECTION

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Provides consistent foundation for environmental improvement and allows for detailed strategies by topic (CO2, water, waste, etc.)
THE BEGINNING OF FORD’S WATER JOURNEY

In June 2000, Bill Ford attended the opening of the Viva el Agua exhibit at the Papalote Children’s Museum in Mexico City, where he announced a Global Water Management Initiative focused on water conservation, reuse and water quality management.
Ford achieved its global water target two years early, in 2013.

1. Ford committed to a 3% year-over-year reduction in water use per vehicle produced at its manufacturing facilities globally.

2. This commitment resulted in a 42% reduction in water use per vehicle, from 2000 to 2009.

3. In 2010, a formal global manufacturing water strategy was developed, setting a target of 30% reduction in water use per vehicle from 2009 to 2015.

4. This target was achieved two years early, in 2013. 2014 maintained achievement with unprecedented number of NA launches.
EXTENDING THE STRATEGY TO THE CORPORATION

The success of the manufacturing water strategy led to receptivity to the development of a corporate water strategy.

- Our corporate water strategy aligns with the core elements of the UN CEO Water Mandate.
- Companies that support the CEO Water Mandate commit to implementing the framework’s six core elements for water management and pledge to publicly report their progress annually.
- Ford endorsed the Water Mandate in 2014.
Ford’s corporate water strategy aligns with the elements of the UN CEO Water Mandate.

Ford has reduced global manufacturing water use by over 10 billion gallons since 2000.
THE JOURNEY SO FAR

Since Bill Ford’s 2000 announcement, Ford has:

- Reduced global manufacturing water use by over 38 million cubic meters (over 10 billion gallons).
- Reduced water use per vehicle by 60%, from 9.8 to 4.0 cubic meters per vehicle.
- Been an inaugural responder to CDP Water and participated in the pilot scoring.
- Acknowledged the Human Right to Water.
- Joined the US Water Partnership and the Global Water Challenge.
- Signed the UN CEO Water Mandate.
- Joined the U.S. DOE Better Buildings Challenge – Water Pilot

10.6 billion gallons of water is:

- the amount of water that flows over Niagara Falls in 3.9 hours¹
- equal to the amount of annual water use for about 99,000 U.S. residences¹
- 16,000 Olympic-size pools¹
- 265 million loads of laundry²
SUCCESSFUL SOLUTIONS

From 2000-2014, Ford has successfully implemented the “low cost” water projects in addition to advanced technologies with new programs.
MAJOR CHALLENGES

Update water strategy to acknowledge new challenges and identify new opportunities.
MOVING FORWARD

Ford has developed, and is in the process of implementing, strategic actions used to lay the foundation for implementing higher cost water reduction actions.
Thank You!