
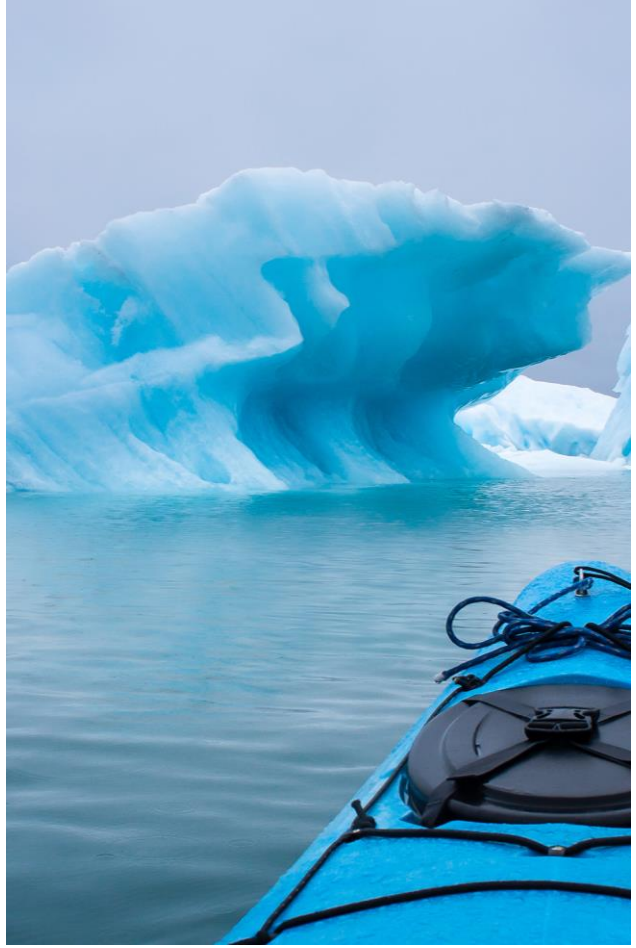

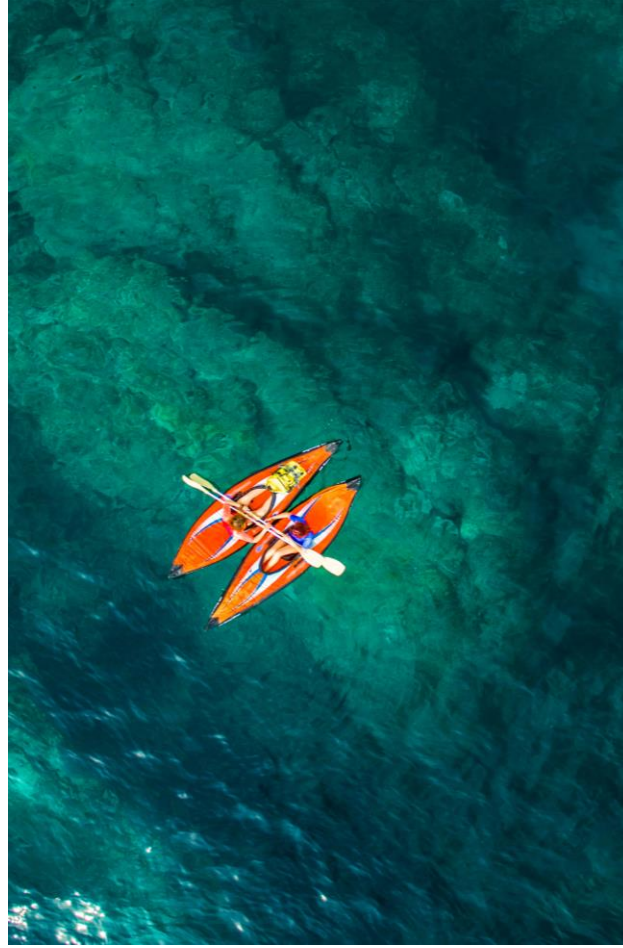

WHAT´S UP WITH WATER:

Pouring Water into Corporate Strategy

Episode 8: Water in the oceans

27-May-22

WHAT´S UP WITH WATER: Pouring Water Into Corporate Strategy.

OUTLINE

1. Introduction
2. Rationale, Philosophy and Objectives
3. What´s up with water I: Contexts
4. What´s up with water II: The essence
5. Water as an earth component
6. The cycle of water production explained
7. Water in the oceans
8. Water on earth
9. Water beyond your skin
10. Water for human consumption
11. Water and cities
12. Why is water so crucial for all?
13. When water kills
14. Climate Change and water
15. Loving water is caring for us
16. Look around: Everything is water
17. The concept of agility in corporate strategy
18. Strategic Agility has been misunderstood
19. Strategic agility is beyond the supply chain management
20. Strategic agility is not only NAIQIs
21. Agility has insane drawbacks
22. Understanding and applying strategic agility correctly and well
23. How to foster strategic agility at the corporate level?
24. Is strategic agility the right way to fix our environment
25. Pouring strategic agility to water into our corporate strategy
26. Research Agenda about water in our corporate strategy for the next 15 years
27. Summary and conclusions

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Look at the water cycle explanation

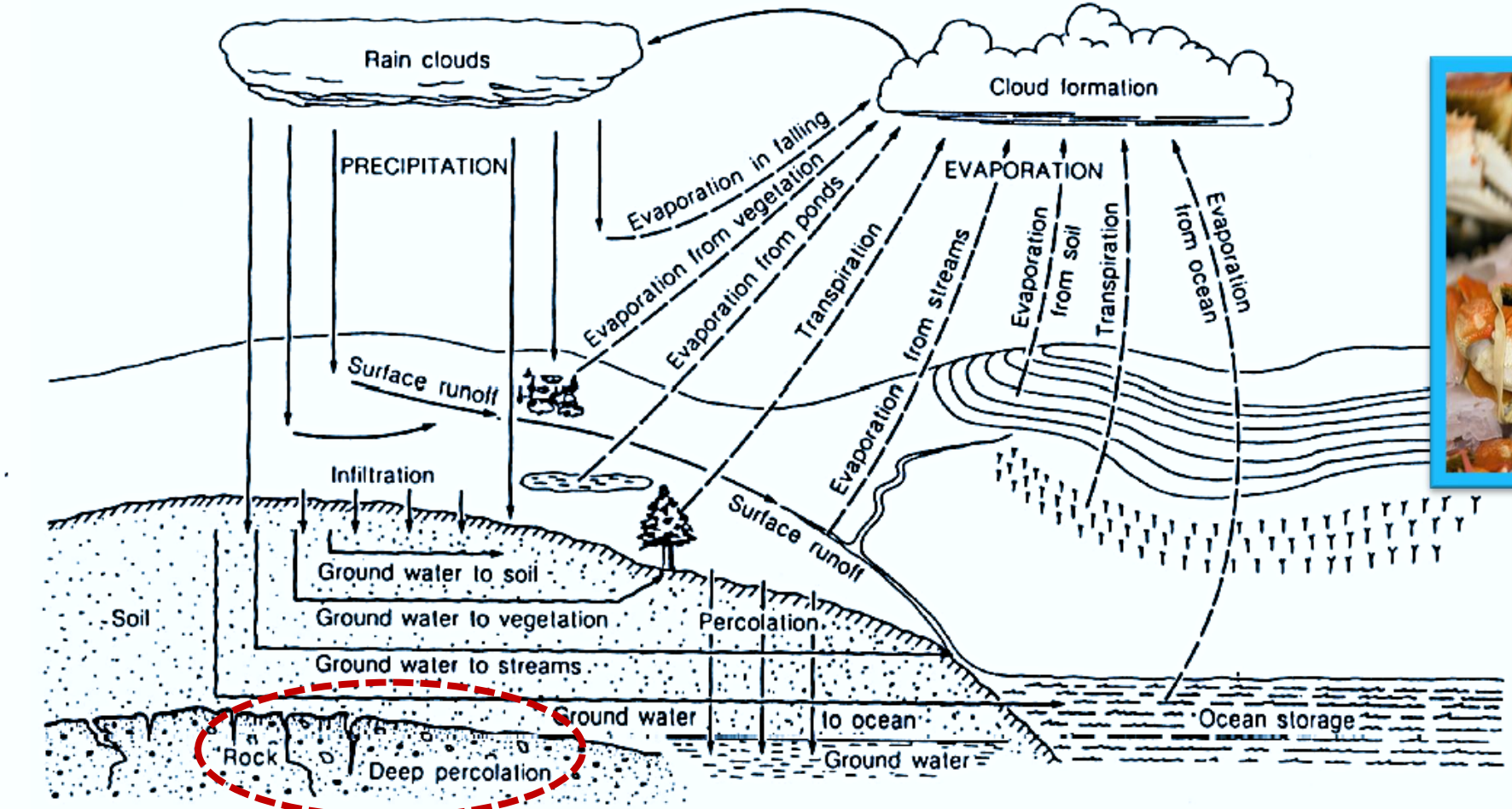

Image Source: Micklin, P. "Man and the water cycle: challenges for the 21st century". Springer GeoJournal , July 1996, Vol. 39, No. 3, Global Change and Environmental Issues: Research and Pedagogy (July 1996), pp. 285-298

Figure 1. Global annual water cycle. (Source: Council on Environmental Quality, Washington, DC, 1981)

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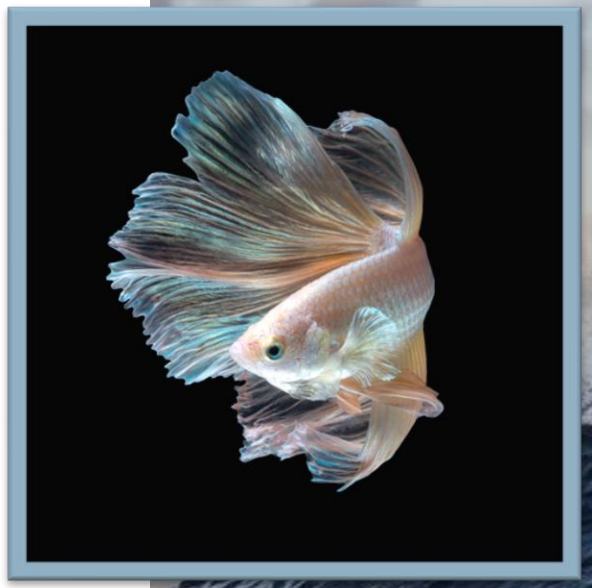
Strategic take-aways



- *Oceans are dynamic.* We have explored the water cycle, which happens outside the ocean. However, our oceans inside are also in constant movement:There are superficial currants and deep currants too.
- *The water-cycle is not alone.* It is a core concept to understand if we wish to comprehend the oceans. The water-cycle is interrelated with other planetary cycles as the carbon cycle, the nitrogen cycle, and of course the climate cycle. To study global water cycle is fundamental to understand the oceans and the anguishes of all species that live there.
- *What happen to the oceans happens to us.* Since 96% of the planet water is in the oceans, the water-cycle (which is connected to carbon, nitrogen and climate cycles) is primarily an ocean-atmosphere phenomenon.
- *Whatever we do to the land in our planet is linked to the oceans:* Our human development has been fulfilled at expense of caring for our resources. Any decision in the land uses of our planet has affected the natural cycles, not only with contamination-pollution, but with climate change.
- *The condition of the oceans is a responsibility of human beings*: What we see now in the oceans is a photography of the consequences of the decisions of the business decisions of human beings.
- *We still know little about the oceans.* According to UNESCO, it is estimated that around 700,000 species are living in the ocean, to this day we only have identified around 30% of them.

WHAT´S UP WITH WATER: Pouring Water Into Corporate Strategy.

From the point of view of Corporate strategy:

- *Our oceans represent the backbone of our existence:* We all should care.