

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



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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
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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
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Look at the water cycle explanation

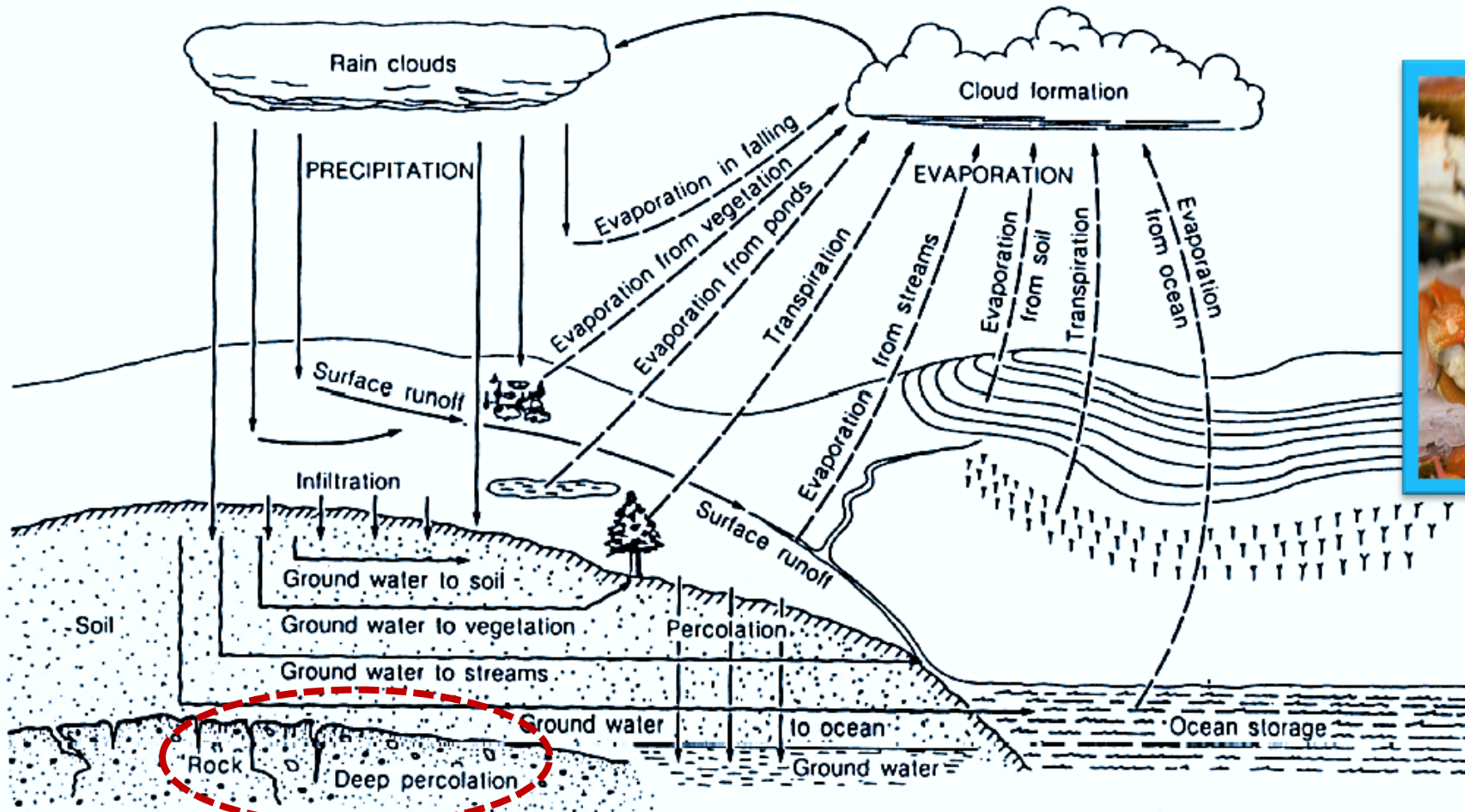


Image Source: Micklin, P. "Man and the water cycle: challenges for the 21st century". Springer GeoJournal, July 1996, Vol. 39, No. 3, Global Change and Environmental Issues: Research and Pedagogy (July 1996), pp. 285-298

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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 currents and deep currents 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 happens 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.





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From the point of view of Corporate strategy:

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



- Atmospheric deposition of chemicals
- Acidic precipitation on aquatic ecosystems
- Global warming

Modification of the atmosphere

Water in the oceans

- Oceans pump water through evaporation to the clouds, which then is poured through rain into the planet

Water in our lands

- Surface Water and wetlands: lakes, rivers, freshwater marsh, rivers, reservoirs, estuarine ecosystems, etc.
- Ground water: our aquifers.
- Surface water and ground water are interconnected

*Everything we do
affect the water-cycle
and the oceans*

- Making land available involves cutting forests and removing ancient vegetation
- Deforestation, storm runoff, soil erosion, mudslides.

Removal of Natural Vegetation

- Any infrastructure project alters the topography and natural conditions of rain drainage to the water ecosystems
- Levees, artificial river reservoirs or dams

Alteration of the land surface with infrastructure projects

Contaminated Discharges

- To oceans
- To rivers and lakes
- To wetlands
- Contaminated air from industrial plants
- Usage of petroleum (cars, planes, energy production)
- Pollution from our commercial, residential and industrial waste
- Waste collection mismanagement

Water in our built-up businesses and homes in urban or rural setups

- Tap water
- Water collected from ground water reservoirs
- Rainwater collection in tanks and reservoirs