aquaplus+
powered by FIDO AI



# Building business resilience through water security

Fund an Aqua Plus program on a local water network and rapidly improve long term water resilience for your business, the community and the planet.

## Around 30% of the world's piped water is lost before it reaches the consumer.

In a water stressed world, this places undue risks on businesses and their stakeholders.

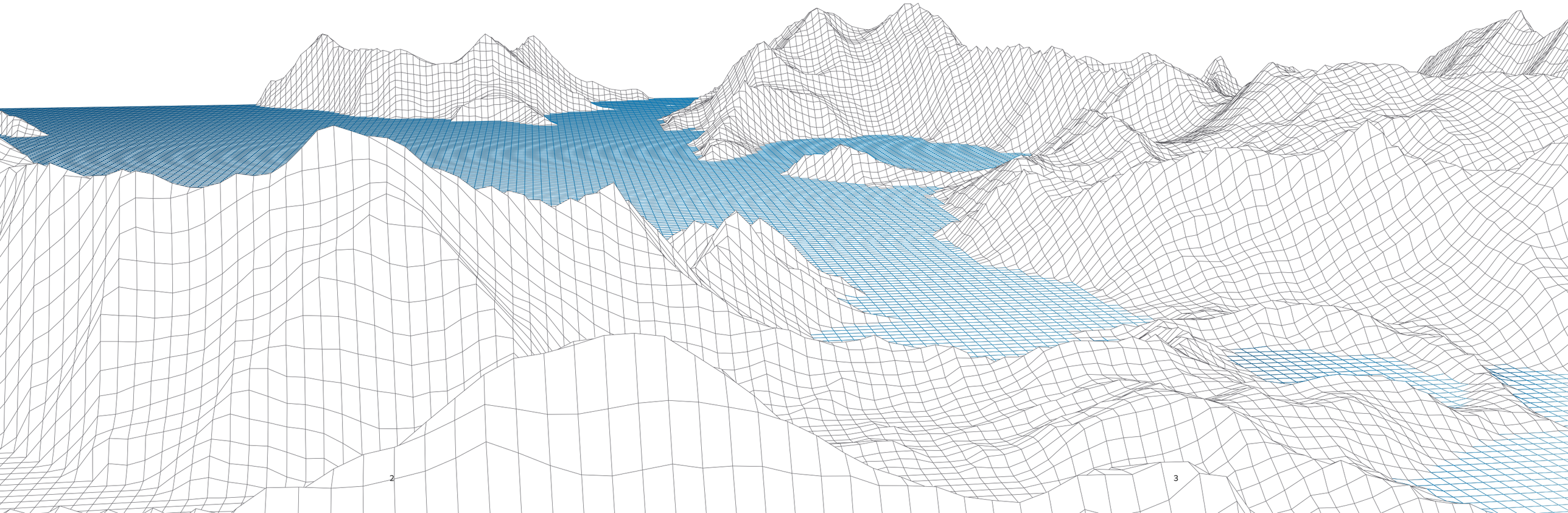
*https://iwaponline.com/ws/article/19/3/831/41417/ Quantifying-the-global-non-revenue-water-problem

## Aqua Plus is the answer

We unite corporations and local water utilities through FIDO AI and rapidly drive down water leakage at scale.

Outside and inside the fence.

**Scan to watch**
Corporate Water Stewardship with Aqua Plus | FIDO AI



# Why corporate action on leakage matters

Aqua Plus began as a way for corporates to accelerate progress towards public water positive goals in response to the growing crisis around water scarcity.

However, the benefits of local, transparent water stewardship at scale go far beyond sustainability.

Rapidly and quantifiably replenishing water in public pipeline networks improves overall resilience and reduces multiple corporate risks from business continuity to reputation.




### Supply chain resilience

Currently around 20% of companies face significant supply chain risks[1].

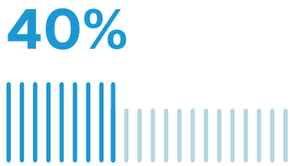
By making more water available locally, Aqua Plus sustains business and supply chain operations in water scarce areas.




### Sustainable growth

Experts estimate that water risk leaves around $300bn of global capital exposure[2].

Aqua Plus enhances water resilience which helps secure returns on investments and enables continued growth.




### Social licence to operate

Two in five G20+ areas have or are planning compulsory water disclosure[3].

Demonstrable action on a societal risk with Aqua Plus boosts social LTO, enhances brand value and eases Scope 4 reporting.

## Additional co-benefits from **Aqua Plus**

### Build better communities

Aqua Plus helps maintain access to fairly-priced water sustaining people, communities, opportunity and social mobility.

### Make progress on net zero

It takes carbon to treat and transport water. Every unit saved by Aqua Plus prevents more GHG entering the atmosphere.

### Protect nature and biodiversity

Aqua Plus reduces the need for water abstraction and so eases pressure on stressed water sources which sustain 40% of species.

1 https://www.cdp.net/en/press-releases/water-now-a-major-risk-for-worlds-supply-chains-reports-cdp
2 https://cdn.cdp.net/cdp-production/cms/reports/documents/000/005/577/original/CDP_Water_analysis_report_2020.pdf?1617987510 (p12)
3 https://cdn.cdp.net/cdp-production/cms/reports/documents/000/007/620/original/CDP_Water_Global_Report_2023_.pdf (p6)

# The magic of FIDO AI

### What is FIDO AI?

FIDO AI helps find the billions of litres of leaked water that never show above ground.

Our advanced AI accurately detects, locates and sizes leaks by analyzing acoustic and kinetic data in any pipe network.

FIDO delivers an accurate heatmap of leak activity, showing not only where to look but which leaks to repair first.

Fixing leaks instantly makes more water available for people, businesses and nature.

Fixing the large ones first saves water faster.

### Inside and outside the fence

FIDO AI's insight into the way water pipelines behave also offers multiple applications for water resource efficiency and risk management inside the fence.

Validated data on network condition, site usage patterns and billing accuracy gives site managers increased visibility of risk on which to base maintenance and future investment.

> "Business-as-usual approaches and traditional technological choices are insufficient to address the current water crises."
>
> **World Bank**



# About Aqua Plus

Aqua Plus is an ‘at scale’ water stewardship program with commercial foundations and contractually guaranteed results.

We commit to delivering the validated volumetric water replenishment you need in return for financial support using FIDO AI on public water networks.

As well as auditable improvements in long-term local water resilience, you get insight into the condition of the networks your operations rely on. This can help manage your business risk register and inform your longer term planning.

### Volumetric Water Benefit Accounting

All Aqua Plus results are independently validated by experts from LimnoTech or Bluerisk using Volumetric Water Benefit Accounting (VWBA) 2.0 guidance.

Under VWBA, water saved from leaks can be claimed for up to three years from the point of repair. Only savings which can be directly attributed to FIDO activity are counted.

LimnoTech Bluerisk





# Benefits for corporate water programs

## Commercially-driven

We manage all the contractual relationships with the utility and our operations partner.

## Scalable

Aqua Plus projects are easy to expand or combine to make impact at a watershed scale.

## Transparent results

Water savings are independently validated to Volumetric Water Benefit Accounting (VWBA) 2.0 guidance.

## Rapid & long-lasting

Work starts in weeks, with results three months later and long-term benefits for water resilience.

## Local impact

We only work with utilities our experts have assessed for technical suitability and potential water savings.

# A growing movement

A glimpse at some of our current Aqua Plus programs around the world.



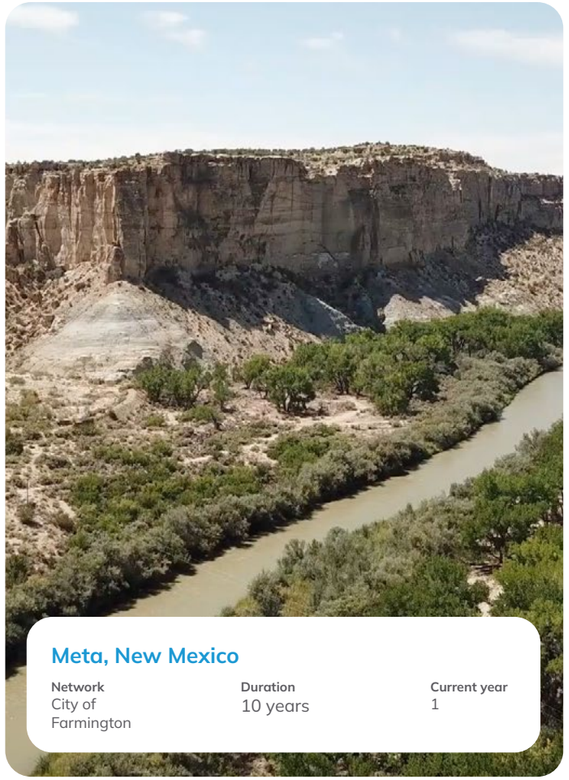
### Microsoft, London

Our first ever project

**Network**
Thames Water

**Duration**
10 years

**Current year**
2

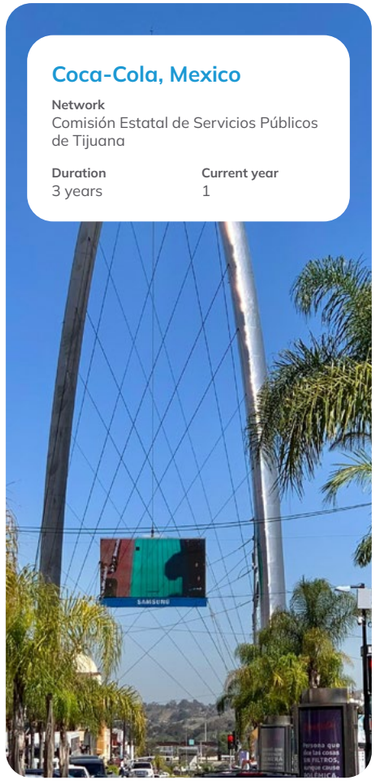


### Meta, New Mexico

**Network**
City of Farmington

**Duration**
10 years

**Current year**
1

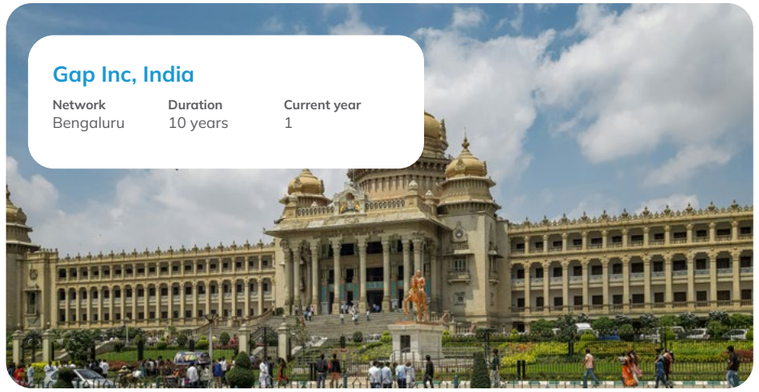


### Coca-Cola, Mexico

**Network**
Comisión Estatal de Servicios Públicos de Tijuana

**Duration**
3 years

**Current year**
1



### Gap Inc, India

**Network**
Bengaluru

**Duration**
10 years

**Current year**
1

Carbon saved

**5,000,000kg**

Total water saved

**15,000,000,000m³**

# Enduring resilience, lasting legacy

Our emphasis on fast-start enduring programs means Aqua Plus secures benefits rapidly and sustains them for the long-term.

By monitoring repair integrity for three years, FIDO AI maximises the value and transparency of your investment.

Our validated data helps inform workforce, maintenance and long-term investment decisions for all stakeholders. This helps maintain water resilience, aids environmental recovery and fosters economic and business stability.

### Go further

As part of your support, FIDO Tech can also help you leverage additional value depending on your specific water goals.

We offer a range of ways to add value to your investment both inside the fence and in the wider community. Check out our optional programs and talk to us about developing something bespoke to meet your objectives.





# Explore our optional programs to extend your impact

## Inside the fence

Support the deployment of FIDO technology into any site's operations management regime and drive continuous water efficiency in your supply chain as part of a holistic water stewardship program.

FIDO AI provides actionable insight into on-site operational risks, including unexpected water usage, leakage and billing errors.

## Outside the fence

Extend your legacy by bequeathing the FIDO AI technology used in the project to the utility at the end of the program term. This option includes training and support to maintain the benefits your funding helped secure.

## In the community

Invest in STEM education and help create the digital water engineers of the future with a FIDO outreach program for schools.

# How Aqua Plus works

1. Tell us your water needs and where in the world you want to work.

2. We pair your support with a public water network, pre-assessed by our experts for ROI.

3. Aqua Plus deploys FIDO AI, and finds leaks for the utility to repair.

4. We monitor repairs for three years and validate the water replenished for transparency and traceability.



“This first-of-its-kind leak detection technology replenishment project in London with FIDO Tech will reduce water lost to leakage in London’s aging distribution network, leveraging FIDO’s AI-enabled acoustic leak analysis and is expected to save millions of cubic metres of water per year.”

**Melanie Nakagawa**
Chief Sustainability Officer, Microsoft



## Awards

ENGINEERING MATTERS AWARDS
CHAMPIONING THE ENGINEERS WHO MAKE THE WORLD BETTER

BRAVE BLUE WORLD
Lighthouse Awards

FIDO Tech is a pioneering global software company based in the UK and the US.
Our innovative AI uses powerful volumetric analysis of vast curated water datasets to help humans make consistently better decisions about managing the world's most precious resource.

**Trusted by:**

Coca-Cola Microsoft Meta GAP INC.

Fund an Aqua Plus program on a public water network, reduce corporate water risk and claim transparent reportable water benefits at scale.

# Contact FIDO

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fido.tech/aqua-plus

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