



## News Release

**Ecolab Inc.**  
370 Wabasha Street North  
St. Paul, Minnesota 55102  
[www.ecolab.com](http://www.ecolab.com)

### **ECOLAB COMMITS \$2 MILLION TO THE NATURE CONSERVANCY TO ADVANCE WATER CONSERVATION THROUGHOUT THE WORLD**

ST. PAUL, Minn. – Oct. 29, 2014 – Ecolab Inc., the global leader in water, hygiene and energy technologies and services, has committed \$2 million through the Ecolab Foundation to The Nature Conservancy, a leading conservation organization working to protect the lands and waters on which all life depends. The funds will support The Nature Conservancy's initiative: "Securing and Restoring Water Sources Around the Globe." The support is part of Ecolab's newly launched Solutions for Life program, which enhances the company's work to conserve water and improve hygiene around the world through new partnerships, global philanthropy and employee volunteerism.

The world's water challenges require collaboration by businesses, communities, governments and NGOs. Ecolab's water management expertise and solutions help customers across industries conserve water and minimize water-related environmental impacts. Ecolab's commitment to water stewardship extends beyond its own operations and its work with customers to include partnerships that further conservation efforts around the world.

"Every day, as we work to help our global customers more effectively manage water use, we see the increasing need to protect and conserve this limited resource to ensure its availability for future generations," said Douglas M. Baker, Jr., Ecolab chairman and chief executive officer. "In many areas, water shortages already threaten quality of life, the health of communities and the ability to conduct business. The Nature Conservancy is doing valuable work in many of these regions and we are committed to supporting these efforts."

This three-year commitment to The Nature Conservancy expands upon Ecolab's 25-years of support to the organization's work in Minnesota and, for the first time, focuses on water conservation globally, with initial projects in China and Mexico.

"More than \$90 billion is spent annually on water supply infrastructure, but only a small portion is dedicated to protecting water at its source. This generous commitment from the Ecolab Foundation will help us protect the sources of water for Shanghai, Monterrey and Minneapolis/St. Paul. Through this partnership we will be able to increase the scale of water conservation projects and achieve science-driven results in key geographies," said Dr. Giulio Boccaletti, The Nature Conservancy's managing director for global freshwater.

(more)

The grant announced today will support:

- land and water conservation activities in Minnesota
- strategies to protect water resources in Shanghai, where more than 24 million people depend largely on the Yangtze River for their water needs
- expanded efforts in the metropolitan area of Monterrey, Mexico, to reforest and implement other conservation methods to help slow the flow of water upstream from the city and provide clean water for Monterrey.

“Over the past 25 years, funding from the Ecolab Foundation has helped advance our efforts to conserve and restore sources of clean water in Minnesota,” said Peggy Ladner, Minnesota state director for The Nature Conservancy. “Now, with this support, the largest single corporate contribution we have received for our freshwater work in Minnesota, The Nature Conservancy can accelerate our efforts in the state and build on work under way in water-stressed urban areas in China and Mexico.”

“Through the Ecolab Foundation’s partnerships with organizations like The Nature Conservancy, we are able to extend our ability to protect vital resources, enhance quality of life and strengthen communities,” said Kris Taylor, Ecolab vice president of Community Relations.

Since its inception in 1986, the Ecolab Foundation has contributed more than \$70 million to organizations and programs focused on youth and education, civic and community development, arts and culture, and the environment and conservation. In 2013, Ecolab Foundation and corporate giving totaled \$9,650,000.

### **About Ecolab**

A trusted partner at more than one million customer locations, Ecolab (ECL) is the global leader in water, hygiene and energy technologies and services that protect people and vital resources. With 2013 sales of \$13 billion and 45,000 associates, Ecolab delivers comprehensive solutions and on-site service to promote safe food, maintain clean environments, optimize water and energy use and improve operational efficiencies for customers in the food, healthcare, energy, hospitality and industrial markets in more than 170 countries around the world.

For more Ecolab news and information, visit [www.ecolab.com](http://www.ecolab.com). Follow us on Twitter [@ecolab](https://twitter.com/ecolab) or Facebook at [facebook.com/ecolab](https://facebook.com/ecolab).

### **About The Nature Conservancy**

The Nature Conservancy is the leading organization working around the world to conserve the lands and waters on which all life depends. Together with its more than 1 million members and 550 scientists, the Conservancy has protected 120 million acres of land and 5,000 miles of rivers worldwide, and operates more than 100 marine conservation projects globally. The Conservancy works on the ground in all 50 U.S. states and more than 35 countries. Visit The Nature Conservancy on the Web at [www.nature.org](http://www.nature.org).

Contacts:

Ecolab

Roman Blahoski

651-250-4385

Roman.Blahoski@Ecolab.com

October 29, 2014

(ECL-C)