

Overview

As an independent water advisor, **CustomerFirst Renewables (CFR)** (www.customerfirstrenewables.com) supports clients in identifying and delivering water resiliency strategies. We work with our clients to adopt a tailored approach to water that achieves their sustainability goals ahead of schedule, and with no capital outlay while lowering operational risks, improving resiliency and producing savings. We sit on the same side of the table as our clients, remaining a trusted, objective, and transparent advisor throughout the life of an engagement.

Why Organizations are Taking on Water

Water and sewer rates are increasing across the country, as is the **risk posed to water infrastructure**. Significant **value is at stake**; from conditioned air space to critical process cooling, **water comes in direct contact with over \$750 million in real assets** for an average facility.


Spanning air compressors, cooling towers, chillers, production lines, and industrial pretreatment process, **workers and equipment are exposed to process and utility water**.

Business Risk




Pipes are breaking, drought and capacity limitations are constraining supply

Cost



Water and sewer are the fastest growing utility costs

Sustainability



Visibility of water is increasing in ESG reporting, alongside climate risks

Solution Benefits

CFR supports clients in **identifying and delivering water resiliency solutions** that provide protection from increasing rates and infrastructure risk. Developing and optimizing a water resiliency strategy **creates significant opportunity to generate savings, reduce commodity price risk, and reduce volatility**. These solutions reuse wastewater streams and deliver safe, reliable, clean water.



Optimization efforts can extend equipment life, reduce maintenance, improve efficiency, reduce environmental impacts with **significant cost benefits**, while also **protecting workforce health and safety**.

CFR's Approach to Water Resiliency Services

CFR's team has experience developing and executing water solutions across diverse facilities. In total, these solutions **recycle 5 billion gallons of water per year**. Our client base includes **50+ companies, universities, hospitals, and government agencies** (including Fortune 100 companies). CFR's experience includes serving American, Canadian and European-based multinationals on renewable energy and water resiliency.

As a **fully independent advisor**, CFR works solely on behalf of corporate, institutional and government clients, and provides unbiased and transparent analysis and guidance. Our support is not financially beholden to any project, product, developer, or financial institution. This allows us to provide optimized advice and fully leverage competitive forces to our client's benefit. Although water resiliency is a relatively new service of CFR's, we have built a team with decades of experience developing water resiliency solutions for large impact-driven institutions and corporations (commercial and industrial).

CFR provides **industry-leading advisory services** on water resiliency strategy development, implementation, and organizational change management:

Developing actionable strategies

- > Assessing organizational water and wastewater goals
- > Designing water and wastewater management improvement roadmap
- > Building stakeholder alignment and leadership support

Implementing tailored solutions

- > Running competitive procurements
- > Spearheading analytical, technical, financial, accounting, and risk diligence
- > Facilitating negotiations and contracting
- > Supporting communication and PR opportunities
- > Monitoring construction and commissioning

Optimizing performance over time

- > Designing and implementing operational performance optimization and maintenance plans

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CFR remains **solution and vendor agnostic**, ensuring solutions are fit for purpose, rigorously vetted and financially sound for our clients. Utility and process water solutions typically leverage the “Water as a Service” (no capital outlay, 3rd party financing) and draw from a broad set of technologies including:

Thermal Energy Recovery	Membrane Bioreactor/MABR	Anaerobic Digestion
Reverse Osmosis / Ion Exchange	Constructed Wetlands/Hydroponic	Advanced Oxidation
Disinfection: Ultraviolet/Ozonation	Activated Sludge/Metals Precipitation	Clean in Place (CIP)
Filtration: Media, membrane/ultrafiltration	Air Flotation/Oil Water Separation	AI, data and controls

Client Service Process

CFR typically serves clients in an **integrated, end-to-end way** along an experience-based process with well-defined milestones and timelines, customized to each customer situation.

