



**Institute for  
Environmental  
Solutions**

**IES CHEMICAL  
FOOTPRINT PROJECT**

- Demonstrate that prevention is more effective than treatment to reduce Contaminants of Emerging Concern (CECs) in our water and improve human environmental health.
- Foster commitment to reduce use of personal care, food, and household products containing harmful chemicals.
- Empower individuals, businesses, civic groups, governments, and watershed alliances.

**FOSTERING  
SUSTAINABLE BEHAVIOR**

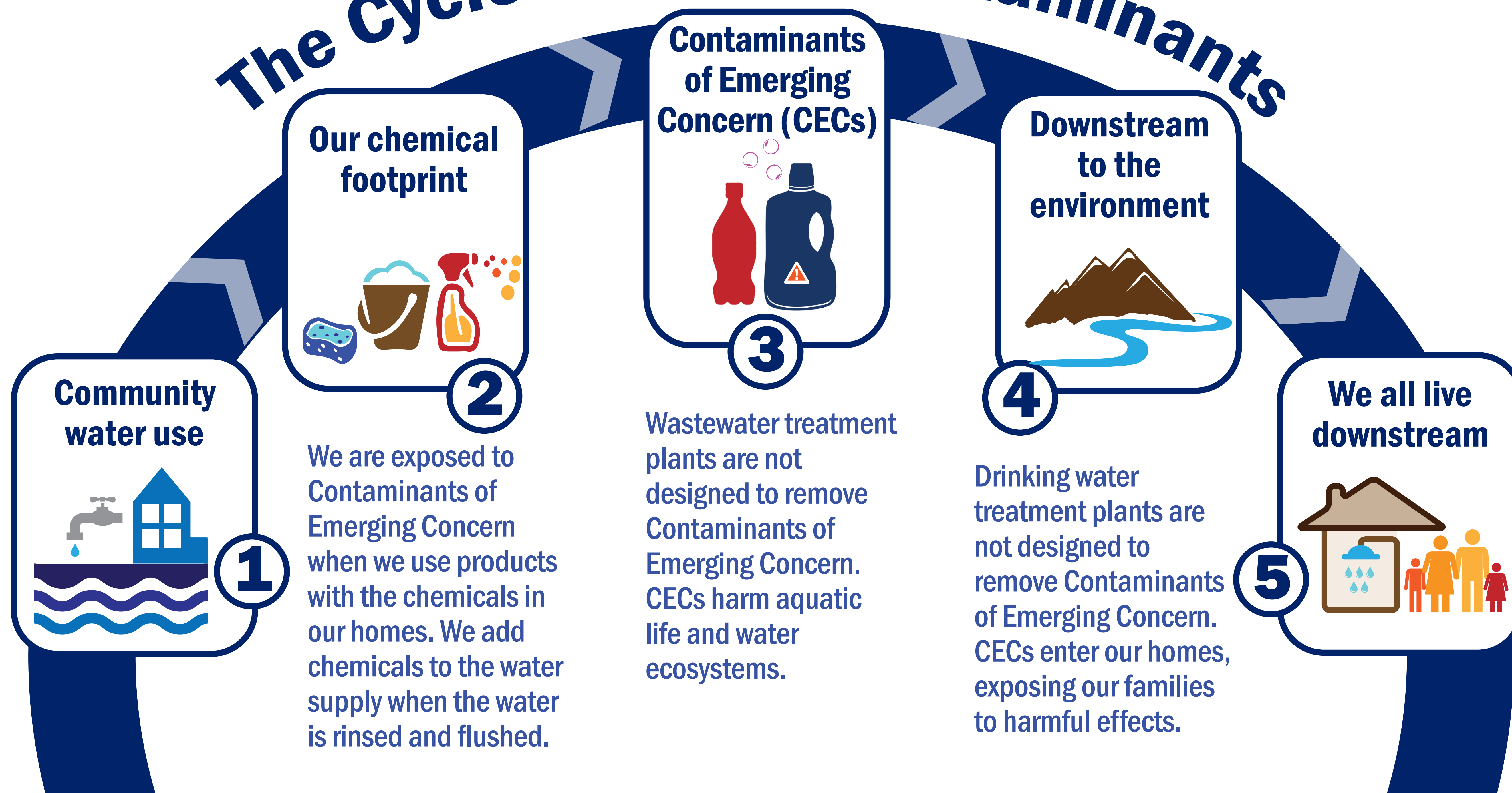
**The IES Save Our Water Initiative proposes to:**

- Work with the community with CECs in the water system that cause economic and/or human health problems.
- Identify safe and effective alternatives to products containing Contaminants of Emerging Concern.
- Create an Action Plan to work with stakeholders to prevent CECs in the water system – and solve the contamination problem.
- Implement the plan.

# Prevention

Addressing the problem at the source to reduce water contaminants that threaten human and environmental health

## The Cycle of Water Contaminants



**What's the Harm?  
Contaminants of Emerging  
Concern affect human and  
environmental health in  
many ways.**

- Serious human health effects linked to exposures to CECs: endocrine disruption (reduced fertility, abnormalities, cancers in reproductive organs), increased immune diseases, obesity and diabetes.
- Exposure associated with other cancers, skin sensitivities and allergies, and increased antibacterial resistance.
- Toxic and endocrine disrupting effects on a wide variety of species.
- Bioaccumulation and biomagnification of certain chemicals through the food chain.
- CECs are present in low doses in our drinking water. CECs are unregulated and not targeted for removal in water treatment.

### Why Prevention is More Effective Than Treatment

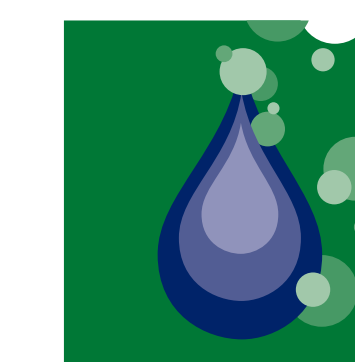
**Prevention:**

- + Save money through reduced consumption and use of cheaper alternatives to harmful chemicals
- + Reduce water contaminants that cause illness
- + More effective than water treatment processes
- + Improve ecological and environmental health



**Treatment:**

- Costly for wastewater and drinking water treatment
- Limited effectiveness



**REDUCE YOUR  
CHEMICAL FOOTPRINT**

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The Institute for Environmental Solutions is an independent non-profit organization that engages stakeholders to deliver technically sound solutions to complex environmental health problems – without unwanted side effects.

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Poster design by Leiloni Shine

### Get involved and volunteer!

**IES VOLUNTEER OPPORTUNITIES:**

- Join the IES Chemical Footprint Project Team
- Become a liaison with your community or organization
- Serve on the IES Steering Committee
- Join the IES Board of Directors
- Be a stakeholder and contribute ideas

