

World Ocean Day*8th June 2009*

World Ocean Day (http://www.theoceanproject.org/wod/wod_about.php) is an initiative used to celebrate and support the protection of our world's oceans through sustainable actions, events and activities. Here at Article 13, we believe that natural resource management, water governance and sustainable stewardship are hugely important to protecting and conserving the world's most important natural resource for future generations. Through a collective response to this day, we can move to a more sustainable management of the oceans and its resources, which we rely on for our survival; it generates oxygen, offers us a reliable food source and regulates our climate.

The world's oceans deserve our attention and support, and World Ocean Day can encourage different action such as:

- Encourage individuals and organisations to think about what the ocean means to them and their livelihood.
- Deepen the understanding of the wealth of diverse and beautiful ocean creatures and habitats, how our daily actions affect them, and how we are all interconnected.
- Change our ways to greatly benefit our blue planet – Make small changes to everyday habits, e.g. purchase fish from sustainable fishing sources.

As part of Article 13's United Nations Global Compact (UNGC) commitment (http://www.article13.com/csr/ungc_iip_values.asp) we are supporting World Ocean Day in our efforts to apply the precautionary approach to environmental challenges (Principle 8). Below are some Article 13 resources which make up part of our advocacy and information dissemination.

Tackling water consumption as a core business issue

http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1239

Water risks and opportunities

http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1389

Article 13 case examples:

BAA http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1364

AWG http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1314

Aviva http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1376

For information on how Article 13 can assist you in auditing your company's practices, developing water action plans, and reducing your businesses water use and related impacts on the environment, contact Fiona Banyard on 020 8840 4450 or mail fionab@article13.com



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