

World Water Day

22nd March 2009

[World Water Day](#), 22nd of March, 2009, is an initiative aimed towards lowering world water consumption and building an information network centre in support of world water resources. As part of Article 13's values and principles, we regularly and robustly monitor our own water use, as well as showing advocacy and support for the protection of water resources and equal access to safe and hygienic water supply. As part of Article 13's [United Nations Global Compact \(UNGC\) commitment](#) this year we are specifically incorporating world water into our efforts to apply the precautionary approach to environmental challenges (Principle 8).

Our [World Water Day report](#) highlights the main issues surrounding the water life cycle, the impact of climate change, and the latest methods used to help increase regional and national water supply levels. Water is one of our most critical resources – even more important than oil. It provides the earth with the capacity of supporting life. The Earth has a limited amount of water, which is in a constant cycle, also known as the hydrologic. This process renews our planet's water within a closed system of the earth's atmosphere. However, as a result of changing weather patterns and temperatures caused by climate change (<http://www.article13.com/csr/climate-change-cont.asp>), this cycle is being seriously disrupted and it is resulting in the depletion of world water resources.

A combination of climate change and poor resource management is leading to increasing water shortages in even the most developed countries. With global water resources depleting, it is imperative that water resources are managed and governed effectively on a regional and national scale, otherwise already stressed water resources will become dangerously scarce in years to come. Some organisations have recently turned their attention to the issue of water risk, supply, management and security (See case example links below). At Article 13 we have and are looking for practical ways to use sustainability initiatives, emerging technologies and innovation to improve and tackle water consumption as a major business and social issue.

Article 13 resources:

Tackling water consumption as a core business issue

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

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

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 effects on the environment, contact Fiona Banyard on 0208 840 4450 or mail fionab@article13.com

A notable CoP signatory of the United Nations Global Compact – www.unglobalcompact.org

Article 13 are experts in business responsibility, typically in the areas of corporate social responsibility (CSR), sustainability and governance. Article 13 seeks to embed and integrate responsible business practices in organisations by means of consultancy services, training, coach-mentoring and thought leadership.



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