

## WATER MANAGEMENT IS A TOP PRIORITY BUSINESS ISSUE

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Article 13, the leading CSR and [sustainability consultancy](#), calls on all businesses to drive improvements in their water management practices. Improved performance in water consumption across the business value chain brings not only social and environmental benefits, but also financial wins for businesses.

Article 13 Director, Jane Fiona Cumming said, “The world’s water environment is under threat, particularly through the long-term effects of climate change. We know politicians are debating the issues and exploring ways of addressing them. However, it’s not just an issue for politics. Business also needs to take a leadership role and recognise the opportunities that can be realised by tackling [water shortage, quality and consumption](#) issues.”

International World Water Day, held annually on 22 March, provides a stark reminder of the importance of freshwater and advocating the [sustainable management of freshwater resources](#). Article 13 provides free access on its website to reports and case studies on sustainability initiatives, emerging technologies and innovation that supports businesses working to reduce and adapt their water consumption. Some Article 13 resources:

- [Tackling water consumption as a core business issue](#)
- [Synopsis of Business in the World of Water](#)
- [The CEO Water Mandate - working together for change](#)
- [BAA’s water management scheme at Terminal 5](#)
- [AWG’s community approach to involving communities in cleaning up watercourses](#)

The theme of this year's World Water Day is "Clean Water for a Healthy World". The aim is to raise awareness of the profile of water quality at the political level so that water quality considerations are made alongside those of water quantity.

The [World Water Day](#) website reminds us that, "Every year, 1,500 cubic kilometres of wastewater are produced globally. While waste and wastewater can be reused productively for energy and irrigation, it usually is not. In developing countries 80 percent of all waste is being discharged untreated, because of lack of regulations and resources. And population and industrial growth add new sources of pollution and increased demand for clean water to the equation. Human and environmental health, drinking and agricultural water supplies for the present and future are at stake, still water pollution rarely warrants mention as a pressing issue".

For information on how Article 13 can support your business in implementing a [responsible water management program](#), contact us on 020 8840 4450 or [fionab@article13.com](mailto:fionab@article13.com).

Article 13 is an active signatory of the UN Global Compact.