



**WORLD  
WATER  
WEEK**  
in Stockholm,  
August 16–22, 2009

## PRESS INFORMATION

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# Private sector takes up challenge of balancing profits and responsible stewardship at 2009 World Water Week

*Stockholm Industry Water Award ceremony honours 2009 winner,  
Trojan Technologies of Canada*

Stockholm, Sweden, August 18, 2009 – Private sector leaders meeting at the World Water Week in Stockholm today addressed the rising significance of water as a strategic business concern. At a seminar convened by the World Business Council for Sustainable Development (WBCSD) and the Stockholm International Water Institute (SIWI) participants discussed the fundamental changes needed to balance fair profits with sustainability and responsible stewardship of water resources.

“Climate change will increase competition for water and energy resources,” said Björn Stigson, president of the WBCSD. “Business is dealing with this uncertainty by getting more energy out of each drop of water and more water out of each unit of energy, but there is an urgent need for clear policies and principles for sustainable water management”

The seminar followed the ceremony honouring the 2009 Stockholm Industry Water Award winner Trojan Technologies. Based in Ontario, Canada, Trojan produces UV disinfection systems for industrial applications, municipal water and wastewater treatment, commercial integration, residential use, and elimination of environmental contaminants from wells and other sources of drinking water, including reused water. With installed systems at more than 5800 facilities in more than 80 countries, Trojan has led the worldwide drive for commercial, engineering, and regulatory acceptance of the technology as an environmentally sound alternative to traditional chlorine-based water treatment.

Throughout 2009 World Water Week, business-themed seminars are exploring issues such as corporate water footprints and the economic case for tackling water and climate issues together. In addition, the CEO Water Mandate, a UN initiative involving private sector organizations and interests, is holding an open information session and a business session in Stockholm during the Week.

“The business world is coming to a new consensus about water,” said Anders Berntell, Executive Director of SIWI. “What was once just a discrete problem of corporate social responsibility for bottlers and beverage companies is now a mission-critical issue for every company, in every industry. The business leaders here at World Water Week are looking to answer hard questions because they know that being responsible stewards of water is really a matter of enlightened management.”

In response to the proliferation of business initiatives around sustainable water management over the last few years, WBCSD and the International Union for the Conservation of Nature (IUCN) today launched a new report, *“Water for Business: Initiatives Guiding Sustainable Water Management in the Private Sector.”* The report is a concise guide to the different guidelines, tools, measurement methodologies and communication and stewardship schemes that exist in the sector. It also includes a glossary of water terms and will be updated regularly as initiatives evolve and new ones emerge.

The report is available at [www.wbcsd.org/web/water4business.pdf](http://www.wbcsd.org/web/water4business.pdf).

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### **About the Stockholm Industry Water Award**

The Stockholm Industry Water Award honours contributions by business and industry that improve the global water situation. It recognises improved performance in production processes, new products, and management, as well as innovative approaches in water and wastewater process technologies. Established in 2000 by the Stockholm Water Foundation in collaboration with the Royal Swedish Academy of Engineering Sciences and the World Business Council for Sustainable Development, the award will celebrate its 10th anniversary during the 2009 World Water Week. The award program is administered by the Stockholm International Water Institute.

### **About The World Water Week in Stockholm**

Organised and directed by [The Stockholm International Water Institute](http://www.siw.org) (SIWI), The World Water Week in Stockholm is the premier meeting place for exchanging water-related views, knowledge, and experience between scientific, business, policy and civic sectors from around the globe. By harnessing and linking best practices, scientific understanding, policy insight and decision-making, the program aims to transcend rhetoric and provide real answers to the global water crisis.

The full World Water Week press kit, including thematic story development resources and expert commentators, is available at [www.worldwaterweek.org/media](http://www.worldwaterweek.org/media).

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### **SIWI – Independent and Leading-Edge Water Competence for Future-Oriented Action**

*The Stockholm International Water Institute (SIWI) is a policy institute that contributes to international efforts to find solutions to the world's escalating water crisis. SIWI advocates future-oriented, knowledge-integrated water views in decision making, nationally and internationally, that lead to sustainable use of the world's water resources and sustainable development of societies.*