

## Leading companies release key insights on circular water management solutions

**Stockholm, Sweden 31 August 2017: Today, the World Business Council for Sustainable Development (WBCSD) released eight deep-dive case studies on circular water management, designed to help companies implement water reuse through WBCSD's [Business Guide to Circular Water Management](#).**

Business action on water will be key in the coming years, as demand for water is set to outstrip water supply 40% by 2030. In other words, wasting water no longer makes sense from a business perspective. Yet, 80% of wastewater still goes back into the environment untreated.

Despite the vast array of solutions available to reduce, reuse, recycle and recover water, wastewater is not being used to its full potential. But business solutions are available.

From rainwater harvesting to water recycling and innovative partnerships, there are many ways for companies to be more efficient with water use.

The eight case studies launched today illustrate successful examples of circular water management solutions from BP, EDF Group, ENGIE, Heidelberg Cement, L'Oréal, Procter & Gamble (P&G), Shell and Vale. Together they demonstrate the fact that circular water management practices generate benefits for business from both an economic and environmental perspective.

The case studies also highlight lessons learned, so that other companies who move towards circular water management are able to do so effectively.

Peter White, Chief Operating Officer of WBCSD said, "Circular water management solutions are available wherever companies operate. Such solutions can help companies save costs while reducing their impact on the environment and enhancing trust with other stakeholders. Additionally, circular water solutions are critical for securing a company's future supply of good-quality water, and – in turn – their license to operate."

Laurent Auguste, Senior Executive Vice President, Innovation and Markets, Veolia said, "Circular water management will give us the opportunity to break the silos and develop a collaborative approach between resources (water, energy, materials) and stakeholders (industries, communities and cities) to resource the world."

Check out the case studies, visit the WBCSD [Circular Water Management](#) webpage and [get in touch](#) for more information.