

Water sustainability is good for business

Water is at the front line of environmental crisis. People, agriculture, ecosystems, and commerce depend on water, but increasing demand, pollution, and poor water governance from the public and private sectors threaten the **availability, accessibility, and quality** of our precious resource.



1 in 3 
people globally **DO NOT HAVE ACCESS** to safe drinking water.¹

56% gap between **SUPPLY AND DEMAND** by 2050 if nothing changes.²


The mounting water crisis impacts business.

76% of companies report **SIGNIFICANT WATER RISKS** in their direct operations and supply chain.³



\$425 billion in business **VALUE IS AT RISK** from water issues.⁴


Acting responsibly, we can accelerate progress to address the water crisis, and **CREATE OPPORTUNITIES FOR BUSINESS:**


ENABLE EFFICIENCIES by reducing water consumption, energy consumption, and operating costs


INCREASE REVENUES with water conservation solutions and sustainable products


BOOST INTEGRITY AND BRAND TRUST, improving employee and customer satisfaction

Microsoft platforms and partner solutions can help you:

 **UNDERSTAND EXPOSURE TO WATER RISKS,** by measuring usage and conditions

 **DRIVE EFFICIENT, SMART WATER USE** with the help of data analytics

 **MANAGE WATER QUALITY** with corporate water stewardship practices and policies

 **IMPROVE WATER BASIN CONDITIONS** in areas where you operate



Find out how to harness the power of technology to build a more sustainable future

From identifying and responding to leaks or managing use of gray water, we deliver the data-driven insights and solutions you need to understand and minimize your water impact.

For more information, visit Microsoft.com/sustainability.

1. World Health Organization, June 2019
2. WRI 2020 – Achieving Abundance
3. CDP 2018 – Treading Water (Global Water Report)
4. CDP 2019 – Cleaning up their act (Global Water Report)