

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.





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

VALUE IS AT RISK from water issues.4



BOOST INTEGRITY

customer satisfaction

AND BRAND TRUST,

improving employee and

in business

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

Microsoft platforms

can help you:

and partner solutions



INCREASE REVENUES with water conservation solutions

and sustainable products



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

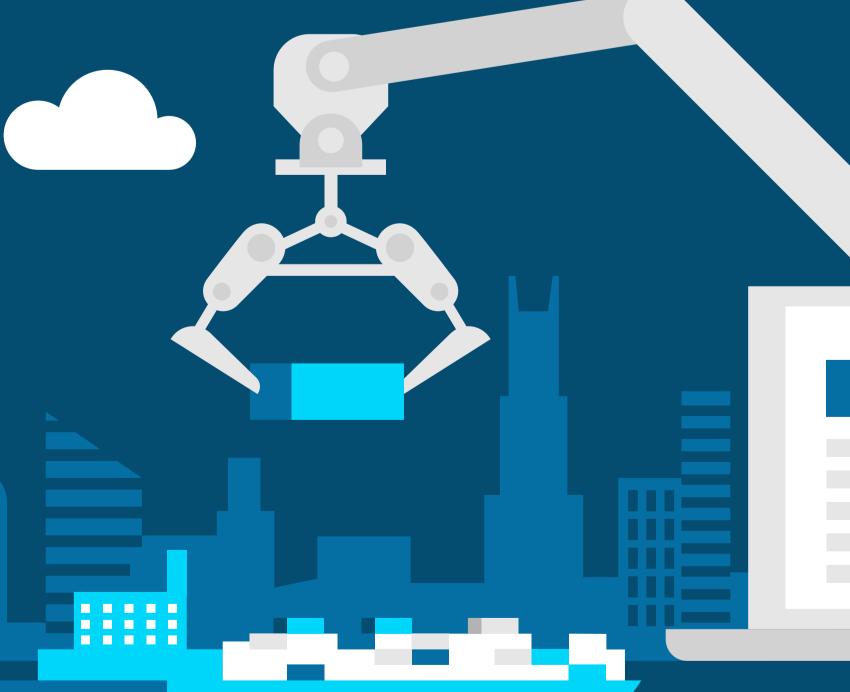
practices and policies



BASIN CONDITIONS in areas where you operate

IMPROVE WATER





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 can 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
- WRI 2020 Achieving Abundance CDP 2018 - Treading Water (Global Water Report)

CDP 2019 - Cleaning up their act (Global Water Report)