

PROBLEM SOLUTION FIT



Pollution of fresh water resources from industrial and agricultural waste jeopardises quality and safety of water supply.



Climate change is exacerbating water availability issues with less predictable and more extreme weather.



The expanding global population has put a greater demand on water requirements.

SOLUTION

- Circular economy principles present an alternative to the linear 'take-make-waste' model of production.
- Private companies have a key role to play in changing the way water is treated , distributed and consumed.
- The circular approach could reduce stress through more effective reuse of water and efficient recycling technologies.

