



UN
2023 WATER
CONFERENCE

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UN 2023 Water Conference Side Event

[Water for Reuse: a reality for the business sector]

[Wednesday 22 March, 9 am to 11 am (EST New York), Online
Transmission on YouTube: Link in English
(<https://youtube.com/live/KG89xqr1fb0?feature=share>) and Link in
Portuguese (<https://youtube.com/live/vDx04t6G2YI?feature=share>)]

Organized by: [World Business Council for Sustainable Development (WBCSD); Brazilian Business Council for Sustainable Development (CEBDS); Vale, Petrobras, Anglo American, Porto do Açu and State University of Rio de Janeiro (UERJ)]

Background on the event (one paragraph)

Water reuse is an increasingly important practice, both for companies and for society as a whole. It is the process of using water that has previously been used for the same or different purpose than it was originally intended. Water reuse is important because it can help save water and decrease dependence on clean water sources, which is particularly important in areas with water scarcity. Furthermore, it can help to reduce the load on water and sewage treatment systems, which can have positive impacts on the environment. Companies that include water reuse in their strategies can become more efficient and sustainable, as well as help protect water resources and reduce the company's water footprint. The objective of this event was to promote the discussion on the main challenges and opportunities for the business sector, civil society and governments on the understanding and applications of water reuse, showing an overview of the current Brazilian regulatory situation, the advances that have been taking place in this sense, some cases of success in Brazil and globally.

Water Action Agenda (one paragraph, if possible, please include the link to your commitment in the [Water Action Agenda database](#))

<https://sdgs.un.org/partnerships/brazilian-business-commitment-water-security-0>

Initiative - Brazilian Business Commitment for Water Security

Key Issues discussed (5- 8 bullet points)

- **Sustainability and conservation of water resources:** given the scarcity and irregularity of rainfall to supply water bodies, companies are becoming more aware of the importance of sustainable water management practices to conserve water resources.
- **Efficient water management:** water reuse, recirculation and recycling are becoming cost-effective solutions for companies to manage water use and reduce costs in production processes.
- **Need for regulatory frameworks and public policies:** regulations and policies related to water reuse are still scarce, and only found in some states in Brazil. It is important to understand how companies need to navigate legal structures and comply with requirements, as well as to promote national regulation.
- **Technological arrangements and innovation:** the need to adapt treatment technology to the water destination, considering different standards and uses of water for reuse.
- **Public perception and stakeholder engagement:** as water is a shared resource, companies involve all stakeholders to build trust and address issues related to water reuse.

Key recommendations for action (5 - 6 bullet points)

- Promote discussions about water reuse to accelerate regulations and best practices in the business sector;
- Capacity building for companies and society so that the culture of water reuse is intrinsic in organizations and in our daily lives. Access to knowledge about this topic needs to be facilitated;
- Encourage companies of all sizes, small, medium and large, to implement water reuse through public policies that provide legal security and a favorable regulatory framework;
- Define a strategic planning for building advocacy actions for water reuse at federal and state levels in Brazil, as well as defining regulations based on objectives;
- Dissemination of good water reuse practices and success cases of companies that are working at the forefront of the topic, encouraging more companies to mobilize for the conscious use of water resources.