



Clean Water is Good for Business

We all care about clean water. It's a foundation for life. It's also a foundation of business. The American Sustainable Business Council (ASBC) and Environmental Entrepreneurs (E2) understand the economic and environmental importance of having clean, reliable sources of water. The financial success of our businesses and the overall health of the communities within which we operate depend on it.

Water infrastructure includes stormwater capture, wastewater treatment facilities, and drinking water supply systems. Such infrastructure supports businesses as well as public health. American businesses rely on municipal as well as private water systems for food and beverage production, manufacturing, energy production, and much more. Even companies that do not directly rely on clean water infrastructure to create their products need it to fulfill their day-to-day functions, as clean water is necessary to keep their employees healthy and productive.

Aging and inadequate water infrastructure, combined with nutrient pollution and other contamination problems, threaten water supplies across the country. Decisive action is needed at all levels of government to address the challenges of delivering safe and affordable water. Without it, the United States risks further degrading our precious natural resources, squandering natural capital, and destroying economic opportunities, businesses, and communities. Clean water and smart environmental policy are essential to creating a vibrant and sustainable economy – and creating good jobs in infrastructure, technology, investing and other sectors.

ASBC and E2 believe:

- Clean water is a **national priority**, and we as a society need to place more emphasis on the importance of clean water to our economy, our environment, and our quality of life.
- All water supplies – including upstream sources like streams, wetlands, and other water bodies -- must be protected. The intersectional nature of water problems requires a **collaborative**, regional approach to solve. Federal, state and local authorities should work together and public - private partnerships are important to forge.
- Public and private **spending** on water improvements is an economic necessity and must be prioritized when public health and infrastructure investments are made. Funding improvements to our water system – including infrastructure and technology – creates jobs and drives investments that strengthen America's economy, both in the short-term and the long-term.



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- Adequate government resources must be provided to **enforce** existing protections so that law enforcement efforts can identify and prosecute illegal polluters.
- The **agriculture** sector is a vital part of the U.S. economy and must be considered in crafting water policies. Agriculture must also share responsibility for clean water. Stewardship includes producing agricultural products and maintaining healthy soil to prevent excessive fertilizer and other environmentally dangerous pollutants from contaminating the nation's lakes and rivers.
- We must take steps to drive innovation and deployment of water water efficiency **technologies** to address the nation's water shortage issues. We must also invest and drive innovation in such technology to address resiliency issues in the face of extreme weather and nutrient pollution from water runoff. Investment in clean, smart water technology and market-based useage systems is a key tool to protect and improve our water supply while simultaneously creating jobs and strengthening our economy.
- Water quality **data** should be collected freely and shared easily between municipal, state, and federal government agencies and private entities.
- Protecting water quality is a **long-term effort** that requires continued investment, monitoring, and evaluation. Only through consistent maintenance can we protect our water today and build a sustainable economy for the future.