

## **Creating Shared Value - The Food Industry's Commitment to Sustainable Water Use**

**Claus Conzelmann**

For companies with a long-term perspective, economic development and environmental sustainability are no longer conflicting goals but two sides of the same coin. As groundwater tables are dropping at a frightening rate in many agricultural areas, food companies see the supply of raw materials threatened. In order to protect the basis of their business, these companies work with their supply chains, policy makers, scientists and civil society to find sustainable solutions to the world's water crisis. The presentation will highlight the challenges faced by agriculture and the food business in an increasingly water-stressed environment and present practical examples for the way forward. It will also address the devastating effect on food security and water availability that are a direct consequence of misguided subsidies for food-based agrifuels. The relationship between climate change and water scarcity, including carbon and water footprints, will be discussed in the context of sustainable production and consumption.