

# WMEP/WSBC and The Water Council: Commit to strategic, statewide approach to Water Stewardship

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**Madison, Wis. (March 8, 2022)** – As businesses across the world confront increasing water challenges and growing demands for tangible sustainability accomplishments, Wisconsin Manufacturing Extension Partnership (WMEP)/Wisconsin Sustainable Business Council (WSBC) and The Water Council are reaffirming their partnership to meet this challenge in Wisconsin by improving corporate water stewardship systems development, integration, and outcomes.

“WMEP and its affiliate WSBC are uniquely positioned to work with organizations small and large providing water stewardship and other sustainability-focused services, such as carbon calculation, ESG development and systems integration,” said Tim Wiora, WMEP’s executive director and CEO. “Our relationship with The Water Council has grown immensely since we initiated our collaboration in 2016. I have nothing but

the confidence this growth will continue for many years to come.”

This partnership will include joint development of training curriculum and related services designed to help companies move beyond traditional water management to credible and verified water stewardship that addresses enterprise-wide challenges and opportunities. Additionally, the partners will work together to increase the awareness of the value to Wisconsin manufacturers from improved strong water stewardship performance.

“The Water Council is extremely pleased to continue our close partnership with WMEP/WSBC and, as environmental issues require more immediate attention, to

expand our engagement with more manufacturers across Wisconsin,” said Dean Amhaus, president and CEO of The Water Council. “While we live and work in what is considered a water-abundant state, our companies are not immune from the climate challenges that are directly impacting their operations or supply chains. An enterprise water stewardship program is essential today and in the future.”

Multiple factors are influencing companies to address water-related challenges in their value chains. These challenges include supply disruptions, climate impacts and ever-increasing calls from stakeholders to take credible, concrete action to achieve measurable water stewardship outcomes. High on the list is the expanding call for companies to demonstrate tangible Environmental, Social and Governance (ESG) results, including an expectation to prioritize water-related actions and commitments with the same vigor with which companies have been addressing greenhouse gas reduction and recycling initiatives.

Together, WMEP and The Water Council will draw on their decades of collective experience enhancing manufacturing competitiveness and addressing companies’ water quality and quantity challenges to develop

a statewide, strategic approach to securing sustainable water resources for Wisconsin’s businesses, communities and ecosystems.

## **WMEP/WSBC**

WMEP Manufacturing Solutions, and its affiliate, WSBC, is a private, nonprofit organization committed to the growth and success of Wisconsin manufacturers. WMEP receives financial support from the Wisconsin Economic Development Corporation and the NIST Hollings Manufacturing Extension Partnership as a subrecipient of the Wisconsin Center for Manufacturing and Productivity. WMEP also partners with many public and private organizations to serve Wisconsin manufacturers. For more information, visit [WMEP.org](http://WMEP.org).

WMEP is an affiliate of the National Institute of Standards and Technology’s national Manufacturing Extension Partnership, a national network of 59 centers that provide assistance to manufacturers and businesses.

The Wisconsin Sustainable Business Council (WSBC) is a cost-effective business organization offering members tools to assess and integrate sustainability practices within their business. With their proprietary 21st Century Pathways and Green

Masters Programs, they meet organizations where they are and assist the movement towards greater profitability through sustainability.

## **The Water Council**

The Water Council (TWC) is a global hub dedicated to solving critical water challenges by driving innovation in freshwater technology and advancing water stewardship. Built on more than a century of water innovation, TWC has coalesced one of the most concentrated and mature water technology clusters in the world from its headquarters at the Global Water Center in Milwaukee, Wis., USA. Recognizing the need for smarter and more sustainable use of water worldwide, TWC also promotes water stewardship as a natural complement to water innovation in the effort to preserve freshwater resources in the Midwest and around the world. Today, The Water Council has established itself as a global leader in the water industry and one of America's premier economic development clusters as recognized by government agencies, Brookings and the Harvard Business School.