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## **Recognizing World Water Day**

World Water Day 2011, the annual event designed to focus attention on the growing global need for fresh water and the need to use water more responsibly, will be held on March 22 in Cape Town, South Africa.

World Water Day grew out of the 1992 United Nations Conference on Environment and Development. The U.N. General Assembly designated March 22, 1993 as the first World Water Day and the event has been held annually ever since.

Each year, it highlights a theme or specific consideration involving water issues. For 2011, the theme is Water and Urbanization. The goal is to focus international attention on how the rapid growth of urban populations, industrialization, climate change, conflicts, and even natural disasters, such as the one impacting Japan right now, can affect water systems.

According to Klaus Reichardt, founder and CEO of Waterless Co., LLC, "In the past decade, we have seen a dramatic shift in how people view water. Water is no longer taken for granted, even in water-rich areas of the world."

Jolynn Kennedy, marketing manager for CFR (continuous flow recycling) portable extractors, adds that the professional cleaning industry is also becoming much more water conscious.

"Concerns about water use are now coming under the umbrella of green cleaning," Kennedy says. "The goal of green cleaning is now to [not only] reduce cleaning's impact on the environment, but also use natural resources, especially water, more responsibly in all forms of cleaning."

Both Reichardt and Kennedy are encouraging members of the professional building and cleaning industries to take a few minutes on March 22 to see

what steps they can take to use water, our most precious resource, more wisely.