



RETHINKING WATER...

Water issues are complex – too complex for any part of society to address in isolation. But industry, as one of the main users of water, can take a lead and provide solutions.

It is time to rethink the traditional approach – because water for public and industrial use should not need to compete for the same resource.

The European Technology Platform for Sustainable Chemistry (SusChem) and the European Water Platform have taken the initiative to revalue water as a precious raw material rather than a utility product.

The chemical industry is building strong partnerships to provide sustainable solutions – an approach that reflects SusChem's strategic mission to harness chemical innovation to respond to societal challenges.

SusChem – let's talk chemistry today for tomorrow's innovations

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