



Sustainability *focus*

“MEASURING SUSTAINABILITY PERFORMANCE ENABLES ORGANIZATIONS TO IDENTIFY OPPORTUNITIES TO IMPROVE OPERATIONS, AND AVOID RISKS TO THE LONG-TERM VALUE OF THE ORGANIZATION”

Helping to Attain Sustainability Goals... Sustainability tip of the month

“Report leaky taps or any water leaks to Administration Department for maintenance.”

According to USGS a single dripping tap can wastes about 261.2 liters of water a year. The uprising water crisis is the worst effect of climate change. We need to conserve water and use sensibly. Therefore, individual vigilance shall help conserve water by wastage prevention.



PLANET WATCH

While the amount of freshwater on the planet has remained fairly constant over time—continually recycled through the atmosphere and back into our cups—the population has exploded. This means that every year competition for a clean, copious supply of water for drinking, cooking, bathing, and sustaining life intensifies.

Water scarcity is an abstract concept to many and a stark reality for others. It is the result of myriad environmental, political, economic, and social forces.

Freshwater makes up a very small fraction of all water on the planet. While nearly 70 percent of the world is covered by water, only 2.5 percent of it is fresh. The rest is saline and ocean-based. Even then, just 1 percent of our freshwater is easily accessible, with much of it trapped in glaciers and snowfields. In essence, only 0.007 percent of the planet's water is available to fuel and feed its 6.8 billion people.

To read more: <http://environment.nationalgeographic.com/environment/freshwater/freshwater-crisis/>

About Sustainability Focus:

As a proud member of the BRAC family, BEIL's core beliefs are very much based on the social goals of BRAC and that is why we believe that profit and growth are not sustainable in the modern world without taking care of the environment and community first. Sustainability Focus endeavors to enhance social return on investments. BEIL has published Sustainability Report of 2011; and aims to continuously monitor both our internal and external environment to ensure sustainability in all our business practices. Sustainability Focus is one of the initiatives to bring awareness to our employees and people around us. We believe every little step will make a difference.