



# **EFFECTIVE WATER RESOURCE MANAGEMENT FOR BUSINESSES**

BRICS AFRICA CONSULTING ESG WEBINAR SERIES

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## Introduction : Water as the Lifeblood of Business

**Water** sustains every facet of life and industry — from agriculture to manufacturing, energy generation to sanitation. **Yet across Africa, and in Ghana** in particular, this critical resource is under threat. Urbanization, industrial growth, pollution, and the mounting pressures of climate change are straining water systems at unprecedented levels.

**This paradox is stark:** how can businesses thrive when the resource they depend on is deteriorating faster than it can be replenished? This was the central focus of the recent **“ESG and Effective Water Resource Management for Businesses”** webinar, hosted by Brics Africa Consulting Ltd. The event highlighted both the urgency of the crisis and actionable strategies companies can adopt today to safeguard their water resources.

**In Ghana and much of West Africa**, water may appear abundant — rivers, lakes, and seasonal rains paint a picture of plenty. Yet beneath the surface lies a growing crisis. Declining water quality and unreliable supply now present operational, financial, and reputational risks for businesses. The webinar called on **corporate Ghana to reframe its relationship with water, shifting from consumption to stewardship.**

***“You can’t manage what you don’t measure — and that includes water.”***  
~ Peter Drucker

## Why ESG and Water Are Inseparable

The session featured two keynote speakers with the first being:

- **Engineer Godfred Asamoah** – A bilingual water and environmental engineering expert with over seven years' experience in water quality, sanitation, and policy development.

Engineer Asamoah underscored water's connection to three key UN Sustainable Development Goals (SDGs):

- **SDG 6 – Clean Water and Sanitation**
- **SDG 12 – Responsible Consumption and Production**
- **SDG 13 – Climate Action**

He challenged businesses to go beyond efficient use and embrace ethical, equitable management of water for people and ecosystems. While Ghana has a legal framework for water governance, enforcement gaps make voluntary corporate action essential.

Engineer Asamoah later took us through **some real world insights** based on a **case study about sachet water production in Ghana** he prepared for the event.

### The analysis showed:

- Daily water usage of over 15,000 liters
- Borehole-based extraction systems
- Monthly revenue of approximately GHS 100,000, with 60% margins

A significant footprint in both water withdrawal and packaging waste. The case study highlighted a common contradiction: **high profits derived from cheap water access with little reinvestment in long-term water protection or packaging recovery.**

**Engineer Asamoah** also showcased positive examples: sachet water companies that **treat rinse water for reuse, participate in water basin forums, or install monitoring tools.**

These actions, while small, contribute to better compliance and community trust, all while reducing costs and ESG risk exposure.



## Intelligent Water Systems : From Waste to Wisdom

Our second keynote speaker for the event was:

- **Mr. Abdul Ganiyu Alhassan** – A development practitioner and ESG specialist with a track record in sustainability metrics, climate resilience, and social impact across West Africa.

Mr. Abdul Ganiyu Alhassan emphasized that poor water management is costly and increasingly unacceptable. He identified four major risks:

- **Operational costs from inefficiency**
- **Legal risks from non-compliance**
- **Supply chain disruptions due to scarcity**
- **Reputation loss and declining stakeholder trust**

Mr. Alhassan also brought hope through smart solutions. He shared the example of **EcoBrew Inc.**, a beverage company that adopted:

- **Greywater recycling for cleaning and flushing**
- **Rainwater harvesting to supplement supply**
- **Real-time smart meters for tracking usage and inefficiencies.**

The results?

A **35% drop in water use, over \$100,000 in savings, and recognition via an ESG excellence award.**

For attendees, this case made it clear that investing in intelligent systems is a strategic choice not a luxury



## The Bigger Picture : A Shift in Corporate Mindset

One of the **key messages** of the session was clear: **water issues are business issues**. From manufacturing plants to tech parks, agri-processors to real estate developers, no enterprise is exempt from the **growing threats** posed by poor water management whether it's access, pollution, or increasing costs.

But more importantly, the session called on **business leaders to think beyond risk mitigation**. The speakers framed water responsibility as a **strategic advantage: a way to enhance resilience, demonstrate authentic ESG performance, and build credibility with customers, regulators, and investors**.

Moderator **Margolda Bosu** skillfully guided discussions, ensuring that **technical insights connected to practical, local solutions**. Attendees posed critical questions on mobile water labs, treatment of mining-polluted water, ESG certifications, water use benchmarks, and funding for water-smart infrastructure. Some of the standout questions from the audience include the following below:

- **How can small or mobile laboratories be set up to test water quality in rural or informal settings?**
- **What are the best ways to treat water that has been polluted by illegal mining activities?**
- **What certifications are available for businesses looking to improve their water governance practices?**
- **What is the average quantity of water a business should be using, and how is that benchmarked across industries?**
- **Where can businesses access funding or build partnerships to implement water-smart infrastructure?**

These questions were thoughtful and strategic which demonstrated the hunger of audience to know more about how their business could affect the use of water. These questions were also knowledgeably answered by our speakers who provided insightful answers with actionable steps to help our audience be more effective in their use of water.





## Conclusion : Brics' Commitment to Sustainability

As the discussions drew to a close, one message was abundantly clear, **the need to prioritize water is no longer optional**. It is both a **moral imperative and a strategic necessity** for businesses operating in today's volatile environmental and economic landscape. While regulations may provide a framework, true water stewardship begins with internal will and leadership. The companies that will thrive in the next decade are those that treat sustainability as more than compliance but as a core part of their business DNA.

The event, chaired by **Mr. Jacob Agyei Twumasi, CEO of Brics Africa Consulting Ltd.**, reinforced the company's mission to help African businesses adopt sustainable, inclusive, and resilient models. Mr. Twumasi stressed: **"Water is one of the clearest indicators of whether a company is serious about ESG. It shows up in your operations, compliance, community relations, and risk profile."**

He also entreated the audience to trust **Brics Africa Consulting** to help guide them in **conducting water audits, identifying inefficiencies, training and engaging employees in solution-building, reviewing community and ecosystem impacts and help them commit to transparent solutions** to help in effective water management.

**As Ghana and West Africa** face mounting water challenges, the time to act is now. The companies that lead in water stewardship will secure not just survival, but long-term competitiveness and legacy.

For organizations ready to take the next step, **Brics Africa offers tailored ESG assessments, compliance support, and strategic advisory — grounded in local realities and aligned with global standards.**

**Because water matters — to your business, to your people, and to generations yet to come.**



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### BRICSAFRICA CONSULTING LLC

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