



# *Water Conservation and Management*

## *Majra Guidelines*



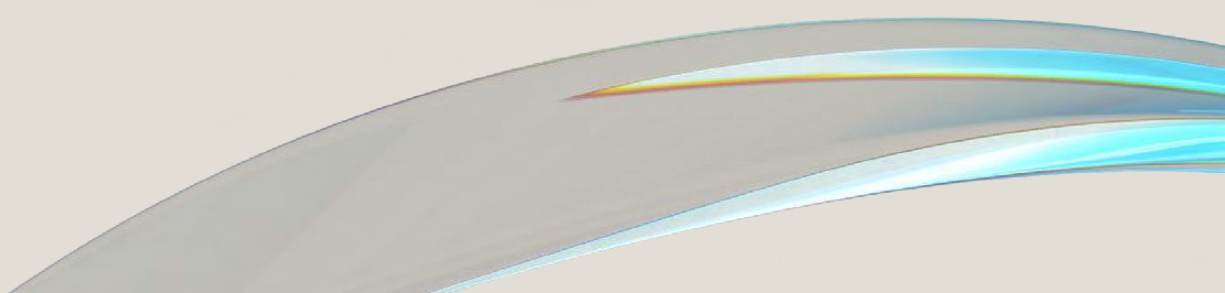
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# *1 Introduction*

In an era marked by escalating environmental challenges and dwindling natural resources, the conservation and management of water emerge as critical imperatives. Water, as a fundamental resource, underpins all forms of life and economic activities.

In the UAE, a nation characterized by its arid climate and limited rainfall, prioritizing water conservation and management is pivotal for sustaining life and fostering economic growth.

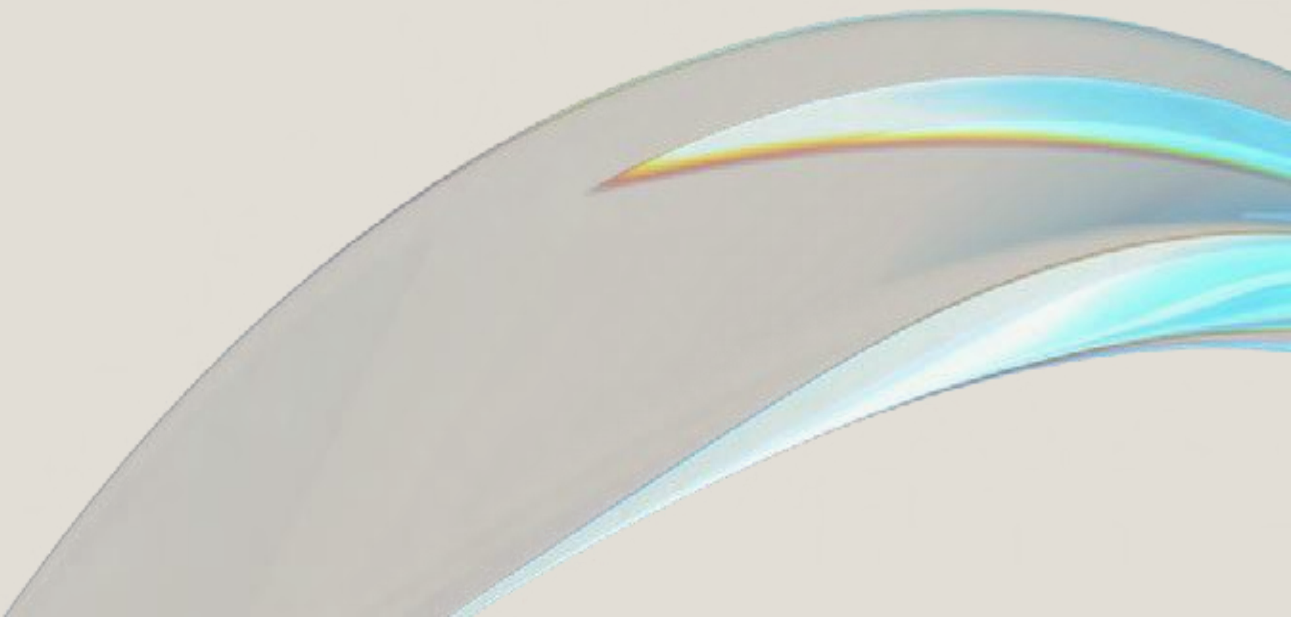
One notable governmental initiative in this regard is the UAE Water Security Strategy 2036. This strategy outlines objectives aimed at reducing the total demand for water resources by 20%, enhancing water productivity, mitigating water scarcity, increasing the reuse of treated water to 95%, and bolstering national water storage capacity.

Through collaborative efforts and the adoption of effective water management techniques, the UAE is proactively addressing the challenges posed by water scarcity, striving towards a more sustainable water future.



## *Purpose of this Guideline*

This guideline is developed to inspire and guide organizations, communities, and individuals to adopt sustainable water use practices, implement efficient water management strategies, and contribute to the conservation of water resources, thereby minimizing environmental impact.





## *2 Framework*

### ***Section 1: Water Conservation Measures***

In the face of increasing water scarcity, adopting water conservation measures is important for sustainable development and the preservation of the environment. This section outlines actionable strategies that communities, organizations, and governments can implement to reduce water consumption and preserve our most precious resource.

**Action****Description**

Rainwater Harvesting

Install systems to collect, store, and utilize rainwater for non-potable uses such as irrigation, toilet flushing, and cleaning. It will reduce dependence on municipal water supplies.

Low-Flow Fixtures

Replace existing fixtures with low-flow toilets, showerheads, and faucets.

Leak Detection

To prevent water loss, save money on water bills, and avoids potential damage to property, implement a system allowing to detect leaks in plumbing systems.

Sustainable Water Supply  
Management

Reduce dependence on a single water source. Diversify water supply sources through the development of alternative sources such as rainwater harvesting, desalination, and the reuse of treated wastewater.



## ***Section 2: Responsible Water Usage***

Responsible water usage encompasses strategies and practices aimed at optimizing water use efficiency in all sectors of society, including residential, industrial, and agricultural areas. This section outlines key actions to promote responsible water consumption habits.





## *Action*

## *Description*

Sustainable  
Infrastructure

Water

Invest in water infrastructure that minimizes losses. Upgrade to a reliable water supply system with reduced incidences of leaks and breakdowns.

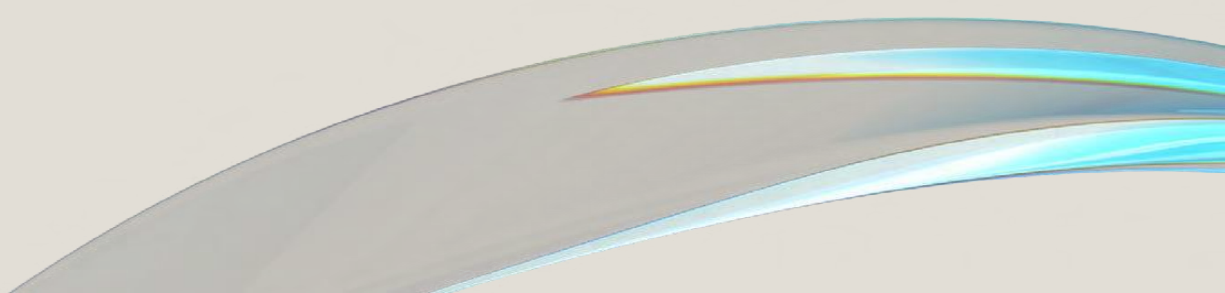
Water-Saving Technologies in  
Agriculture

Reduce water use in agriculture, which is the largest consumer of water worldwide.

Support water-saving irrigation technologies.

Water Recycling and Reuse

Implement systems to treat and reuse wastewater for agricultural, industrial, or landscape irrigation, and other non-potable purposes.

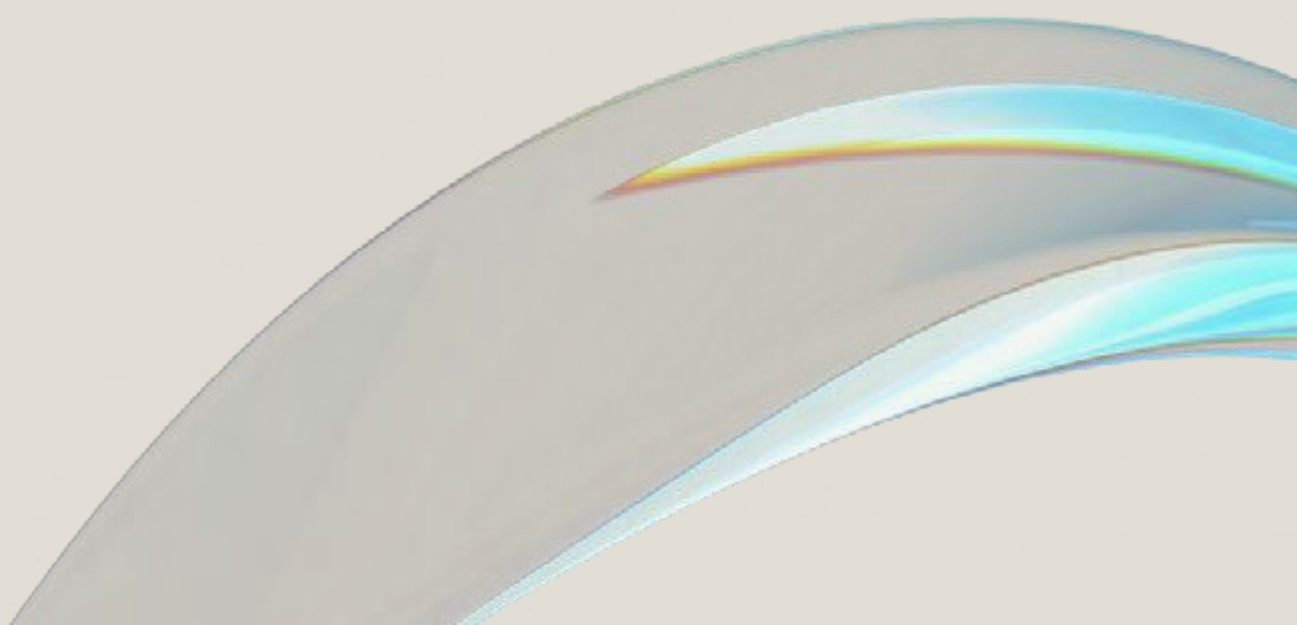






### ***Section 3: Education and Training***

The role of education and training in water conservation and management cannot be overstated. This section focuses on empowering stakeholders through knowledge and skills development, fostering a culture of sustainability and responsible water use across communities and sectors.



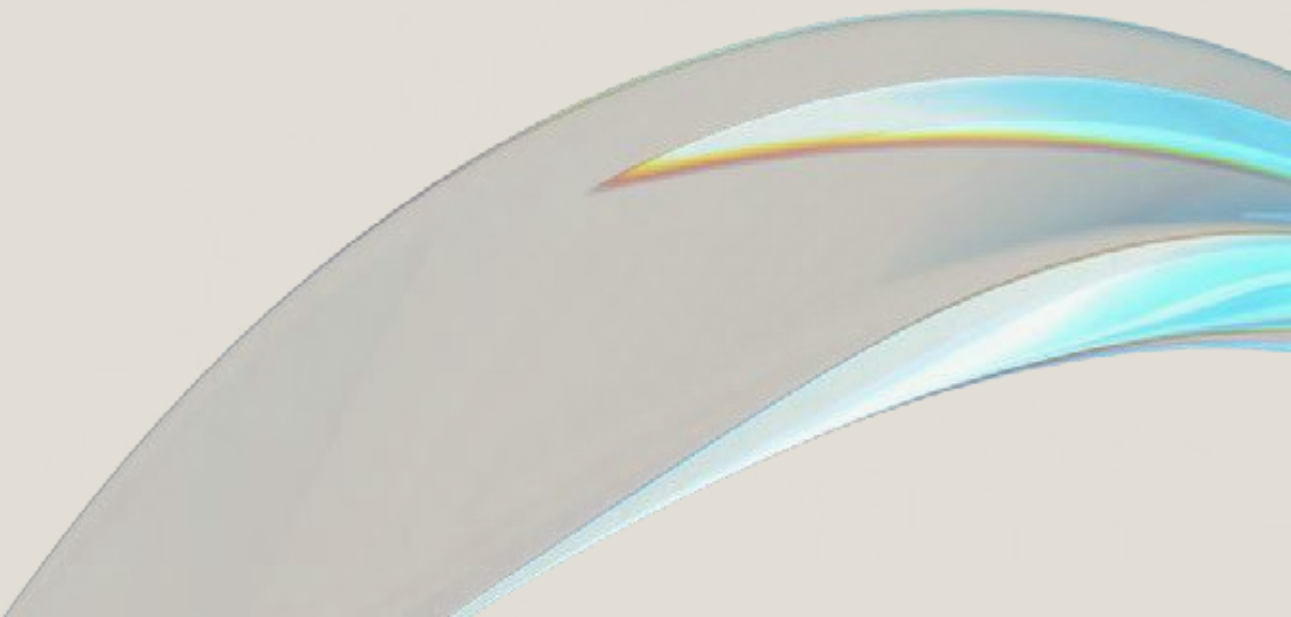


| <i><b>Action</b></i>               | <i><b>Description</b></i>  |
|------------------------------------|--|
| Public Awareness Campaigns         | <p>Conduct awareness campaigns to educate the public about the importance of water conservation and how individuals can contribute to water sustainability.</p> <p>Encourage behavior change towards water use and build community engagement.</p> |
| Professional Development Workshops | <p>Propose workshops, seminars, and training programs for professionals in sectors such as agriculture, industry, and urban planning on the latest water conservation practices.</p> <p>Support continuous learning.</p>                           |
| Partnerships for Water Education   | <p>Forge partnerships between educational institutions, government agencies, NGOs, and the private sector to share knowledge and resources for water education and training programs.</p>  |



## ***Section 5: Comply, Report and Predict***

To ensure the effectiveness and longevity of water conservation efforts, it's critical to establish a robust framework for compliance, reporting, and the use of predict. This section outlines actions for maintaining accountability, transparency, and foresight in water management practices.





## *Action*

## *Description*

Understanding Requirements

Compliance

Stay informed about and ensure adherence to national and international regulations and standards related to water conservation.

Sustainability Standards

Reporting

Adopt and implement standards for reporting on water usage, and sustainability performance.

Enhance transparency and build trust with stakeholders.

Audits and Certifications

Conduct environmental audits and pursue certifications that validate an organization's commitment to sustainable water management.

Advanced Predictive Analytics

Use predictive analytics to forecast water demand, availability, and potential system pressures to manage water resources.

Allow for more effective resource allocation and identify potential issues before they become critical.



## *3 Conclusion*

In conclusion, the pursuit of sustainable water management represents a multifaceted yet indispensable commitment that necessitates the collective efforts of individuals, communities, organizations, and governments.

Through the framework delineated in this guideline, we have articulated a comprehensive approach to safeguarding our most precious resource.

Central to this guideline is the emphasis on integrating sustainability into all aspects of water usage and management.

By cultivating a culture of efficiency and conservation, and by implementing proactive measures to anticipate and tackle forthcoming water challenges, we can advance towards ensuring the availability, quality, and equitable distribution of water for all, thereby fostering a sustainable water future.



MAJRA

الصدوق الوطني للمسؤولية الاجتماعية  
NATIONAL CSR FUND