

Blue Responsibility

Sustainable Sanitary Solutions

Do you
know?

www.blue-responsibility.net
www.trinkwasser-wissen.net
www.bewegung-im-bad.net

The German sanitation industry presents itself

Around the globe, the responsible use of water is one of the most important goals of our time. The German sanitation industry is aware of this and offers a wide variety of technical solutions that satisfy this aim and meet demands for sustainable approaches. Blue Responsibility brings together famous-name brand manufacturers to provide information about products that attest to these companies' special skills in developing and producing sustainable sanitation solutions.

You'll find more information about these manufacturers and the issue of water on our Website.



Online and always up to date:
www.blue-responsibility.net

Water usage

At present, 780 million people do not have access to clean drinking water. Even so, water is still not used in a sustainable manner. In many places little is being done to maintain the relevant infrastructure. Water usage is often anything other than efficient, the majority of groundwater levels are sinking and water quality is often unsatisfactory. What's more, people in many industrialised nations are unaware that water is a precious commodity – a precondition for sustainable use of this valuable resource.

Regional bottlenecks

Fresh water is a regional resource. It is distributed unevenly across our planet. So it doesn't help countries with water shortages, for example, to know that Brazil and Canada have far more water than they could possibly use. Water problems must always be solved on site.

Proportions of available fresh water and of the global population

	Fresh water	Population
North America	16 %	6 %
Latin America	26 %	7 %
Europe	8 %	10 %
Africa	11 %	17 %
Asia	36 %	60 %
Australia and Oceania	5 %	< 1 %

Source: German Federal Statistical Office 2019



Do you know?

You can plan for drinking water hygiene. With the help of the right professional partner.

Water must flow

The quality of drinking water in Germany is good. To prevent eroding this quality before water reaches our homes, new construction and renovation work must be planned professionally, use the right materials and involve professional installers.

Trained planners and specialist craftsmen are your competent partners for all aspects of drinking water quality. The sanitation manufacturers that belong to the Blue Responsibility initiative offer products and solutions which guarantee that drinking water is of high quality. As a consequence, our water remains a pleasure to drink.

Just like all foods, drinking water doesn't keep forever. That's why sufficient water exchange must be guaranteed in every part of an installed system. The specialist's rule of thumb is: pipes should be as large as necessary and as small as possible.

Drinking water in the home



Interactive graphic online:

www.blue-responsibility.net/waterpipe



Do you know?

Smart sanitary technology provides top level performance. Less water. Less energy. More comfort.

Differentiated offers

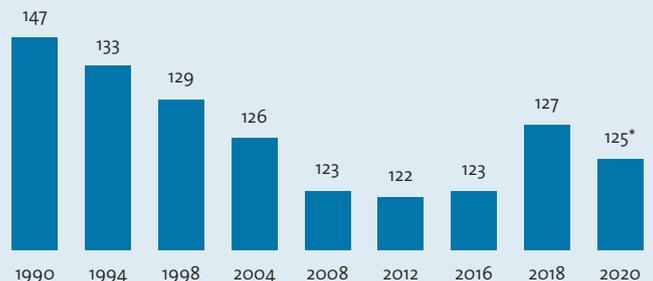
Drinking water is precious. The manufacturers that belong to the Blue Responsibility initiative develop sanitation products that aim to provide as much water as necessary, but consume as little as possible.

Intelligent warm water management systems cut energy consumption. That's good for the environment and climate change. As a result, the refreshing taste of water can be enjoyed without concern.

After all, water promotes health and has a rejuvenating effect on the body and soul.

Water consumption in German households

Litres per person per day



Source: German Federal Statistical Office 2020

* Estimated



DO YOU KNOW?

Individual bathrooms require expertise – expertise which industry, retail and crafts offer.

Good products, good advice, good bathrooms

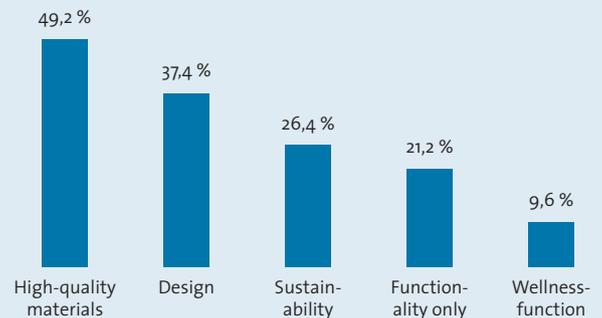
Everyone has their own idea of what makes the perfect bathroom. It takes a skilled partner with plenty of know-how to plan and create a bathroom that meets your every need.

The manufacturers that belong to the Blue Responsibility initiative offer solutions that are both innovative and individual. Retailers and craftsmen provide competent advice, while trained installers realise the bathing world of your dreams.

This partnership creates individual and sustainable bathrooms that remain attractive for a long time.

Germans rate the quality of their bathroom

Survey on bathrooms as a living space (evaluation in %)



Source: Blue Responsibility/GfK



Do you know?

Thinking ahead means acting in sustainable ways. Using future-proof product solutions.

Considering the future today

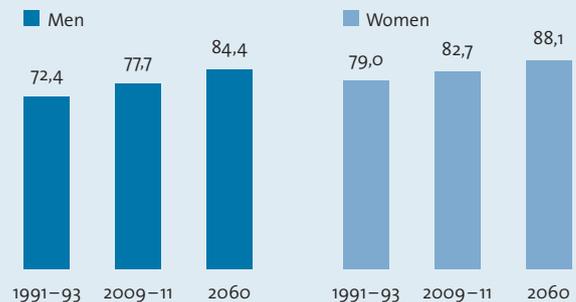
Acting sustainably means being able to offer future generations at least the same resources as we have available to us.

That's why the sanitation manufacturers that belong to the Blue Responsibility initiative are looking ahead. Thanks to their know-how about materials, technology and design, they offer products and solutions that will work reliably for many years, keep looking great and are as kind to the environment as possible.

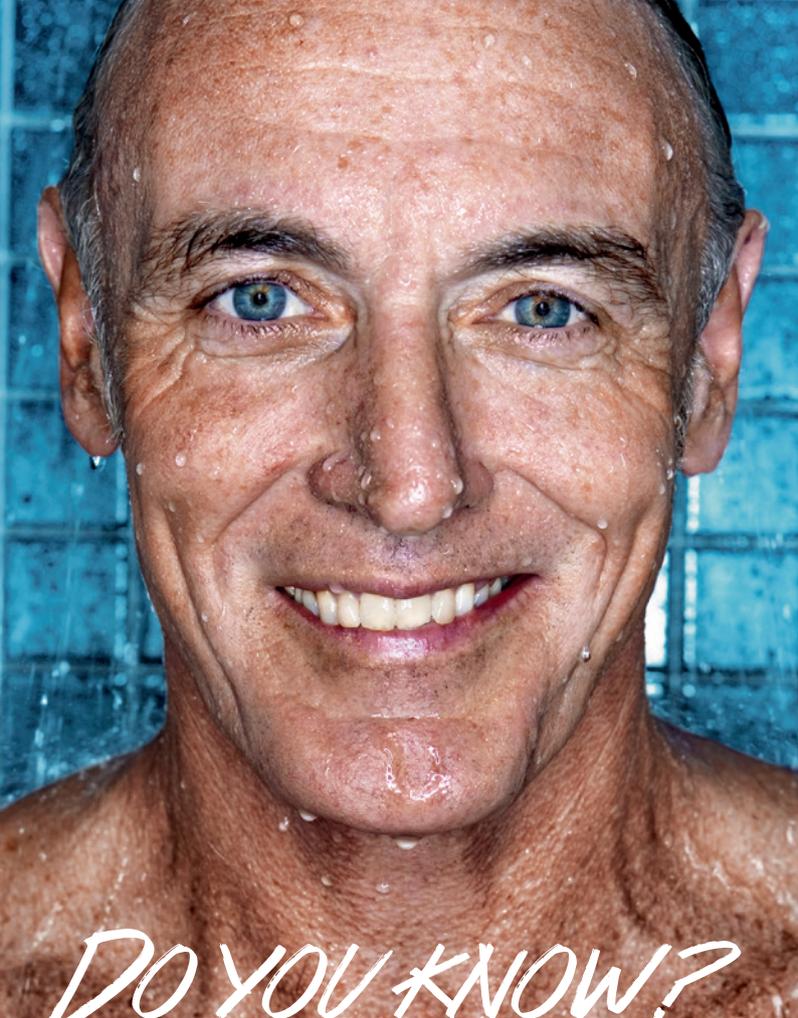
That makes bathing fun.

Life expectancy in Germany

Changes in average life expectancy



Source: German Federal Statistical Office 2020



DO YOU KNOW?

Premium design creates new opportunities. For more comfort, convenience and peace of mind.

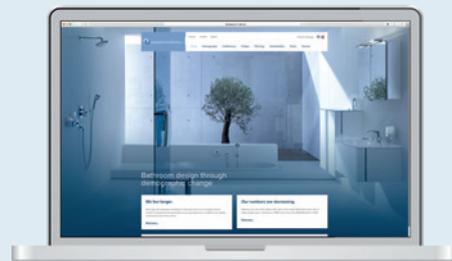
It's all taken care of

As we grow and age, our needs, requirements and wishes for bathrooms change. Thinking and planning ahead therefore pays off, by taking account of the flexibility that will keep your bathroom a fun place to be, even in coming phases of your life.

The sanitation manufacturers that belong to the Blue Responsibility initiative develop and produce solutions that enable comfortable, easy use for many – while at the same time looking great.

Bathrooms thus provide sustainable added value at every stage of our lives.

Safe, simple and attractive: bathrooms for a lifetime



Sustainable bathroom worlds:
www.bewegung-im-bad.net



DO YOU KNOW?

The German sanitary industry assumes responsibility. For sustainable and future-proof drinking water supply.

Enough water for all

Clean drinking water for all the world's people is still not a given. One person in nine on our planet does not have access to clean drinking water. Some countries have more water than they need, while others have water shortages. The members of the Blue Responsibility initiative are aware of this. That's why their innovative sanitation solutions ensure that this scarce resource is used sustainably around the globe.

The German sanitation and building technology industry has long been adapting its product ranges to meet the internationally different demands for sustainable sanitation solutions. Amongst other things, this is confirmed by the fact that water consumption has been decreasing for years in Germany and elsewhere.

And yet comfort and convenience have remained unchanged.

Drinking water consumption

Litres per person per day



Source: German Federal Statistical Office 2019

Your sustainable premium partners

Under the umbrella of the sustainability initiative **Blue Responsibility**, leading brand manufacturers of the sanitary industry, who are members of the German Valve Manufacturers Association (VDMA Armaturen), provide information about their sustainable corporate philosophies. **Blue Responsibility** is an expression of their common self-image of a responsible use of our natural resources. You can find out more about this at <https://www.blue-responsibility.net/>.

VDMA

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