

The firm publishes article on water conservation and circular economy in GANAR-GANAR

Category: Publications

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Marcela Ánimas, partner, and Santiago Contró, associate, authored an article published in GANAR-GANAR on the urgent need for water conservation and circular economy practices as key drivers for Mexico's sustainable future.

The article highlights that the cities of the future will not be defined by their skylines, but by their capacity to manage water scarcity, reduce emissions, and advance sustainability practices. In Mexico, initiatives such as CONAGUA's National Agreement for the Human Right to Water, PROFEPA's certification programs, and SEMARNAT's Circular Economy Development Poles are opening new opportunities for businesses to align with environmental goals.

The authors outline key recommendations for companies and SMEs: measuring water and waste footprints, setting clear reduction targets, seeking financing for sustainable projects, and adopting climate clauses in contracts. These measures not only protect natural resources but also enhance productivity, resilience, and competitiveness.

This contribution reflects the firm's commitment to promoting sustainability, supporting businesses in navigating Mexico's regulatory framework, and helping build a more resilient and sustainable economy.