

## ESG – a unique opportunity for the water mist industry to build more out of what we do

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### BIO

Chris has over 20 years’ experience in the fire protection industry where his work has primarily focussed on sprinkler and water mist. He began his career in research, development, testing and certification of products and systems with the LPC/LPCB in the UK. Chris later joined Viking where his role has developed to lead the product management activities for all water-based systems within Viking for the EMEA territory. He is a member of several International and European standards committees on water, foam and powder systems and participates in many active fire protection associations.

### Abstract

The concept of ESG (**E**nvironment **S**ocial **G**overnance) is gaining mainstream recognition across various industries, yet it has been slower to permeate the construction industry. However, the importance of ESG principles is growing significantly among customers and investors, and it is imperative that the suppression industry acknowledges and embraces these ideas. By doing so, we can not only meet the demands of our key stakeholders but also unlock substantial benefits from our existing work.

There is no doubt that our systems provide significant **Environmental** benefits in case of a fire or in the reduced water requirements through the growing use of water mist systems. However, it is crucial to ensure that the wider public and, especially, our stakeholders are fully aware of these benefits. Furthermore, we must be prepared to address occasional misperceptions that these systems have a negative environmental impact due to the materials embedded in buildings, which are often left unused.

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Like any industry, we have a **Social** impact that extends to our customers, investors and wider communities and of course through our colleagues and teams. From tackling our skills shortage and implementing inclusive HR practices to educating the general public about the benefits and realities of living with suppression systems and providing opportunities to smaller suppliers, we should explore every avenue for broader engagement with all those affected by our business.

**Governance** plays a vital role in our industry's sustainable growth and resilience. We must not only ensure compliance but also govern our businesses in a manner that promotes continuous expansion in a sustainable fashion. Investors already regard ESG as "*the most important theme of the decade*" ([Global Data](#)), while the construction industry, including our suppression sector, has been recognized as lagging behind in embracing the multifaceted aspects of ESG.

Are we, as the suppression industry, ready to rise to the challenge and lead the way toward a more sustainable business model that benefits our companies, stakeholders, and, most importantly, the next generation? And perhaps most importantly, are we willing to seize this opportunity to avoid potential risks to our reputation down the line?

In this presentation, Chris will demonstrate how the suppression industry can benefit by embracing ESG principles. He will outline some examples that can be implemented across the market, paving the way for a sustainable future and ensuring our industry's continued success.

**Keywords:** esg, environment, sustainability, diversity, governance, sustainable growth, opportunities