

Swiss Re sponsors RiverSmart, nation's largest river, drinking water awareness campaign

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Further underscoring its commitment to sustainability through its Sharing Solutions corporate citizenship initiative, Swiss Re said today that it has joined with River Network, America's leader in watershed and river conservation, to launch RiverSmart. A multi-media program aimed at raising awareness about clean rivers and water quality, RiverSmart illustrates how people can change individual behavior around the home, thus helping protect rivers and watersheds.

"Swiss Re is a dedicated and committed stakeholder in the dialogue on sustainable water issues," said Adrienne Atwell, environmental liability manager of Swiss Re's Americas division. "Water is needed to sustain life and River Network's commitment to river conservation, and ultimately good quality water, is extremely commendable."

As part of the three-year RiverSmart public education campaign, River Network - in conjunction with its 650 partner groups - will send water-awareness print, radio and television Public Service Announcements to media markets throughout the US, as well as conduct grassroots outreach. Campaign information is available by accessing www.RiverSmart.org, a comprehensive resource to help people better understand river pollution and its impact on drinking water, fish and wildlife.

"Everybody lives in a watershed and our rivers are closer than we think," said Ken Margolis, president of River Network. "Sixty percent of our drinking water comes from rivers and streams. Many Americans do not realize that daily activities have a substantial impact on water quality. We have an opportunity to affect people's attitudes about clean rivers and watersheds and their importance to our lives and communities, as well as to the economy."

"We are deeply grateful to Swiss Re for their generous support and leadership which has enabled us to bring the message of being RiverSmart to everyone across the country," added Margolis. "In these times where many states are experiencing drought conditions, we believe that the theme of sustainability will have even more resonance and, ultimately, encourage people to take action."

The campaign launch this year marks the 30th anniversary of the passage of the Clean Water Act, the nation's primary federal law protecting lakes, rivers and underground water supplies.

According to two recent Swiss Re focus reports on water quality and water availability, current trends in water usage are not sustainable, thereby affecting agriculture, business, communities and individuals. Several key human influences carry potentially serious environmental and social consequences.

As a global reinsurer, Swiss Re shares knowledge, intellectual capital and expertise to find long-term sustainable solutions. Through its scientists, researchers and actuaries, Swiss Re provides research and expertise through its award-winning sigma studies, proprietary publications, seminars and high-level forums held at the company's Centre for Global Dialogue in Rüslikon, Switzerland. Swiss Re recently held an international conference on sustainable water management to discuss solutions and best management practices for protecting and improving the use of water resources.

About River Network

River Network is the nation's leader in organizing and supporting America's community-based watershed and river conservation movement. Based in Portland, Oregon, River Network was founded in 1988 in the conviction that the solutions to river degradation are primarily local and must be created by citizen action, watershed by watershed. River Network merged with River Watch Network of Montpelier, Vermont in 1999 and has offices in Oregon, Vermont and Washington, D.C. For information about River Network or its programs, visit www.rivernetwork.org or call (503) 241-3506.

Notes to editors

Swiss Re is one of the world's leading reinsurers with over 70 offices in more than 30 countries. Gross premiums in 2001 amounted to CHF 28.5 billion (USD 16.9 billion). Swiss Re has a strong track record of earnings growth only interrupted in 2001 with a net loss of CHF 165 million (97.8 million), largely due to the 11 September event. At the end of 2001, Swiss Re's shareholders' equity amounted to CHF 22.6 billion (USD 13.6 billion) and the total balance sheet stood at CHF 170 billion (USD 102.4 billion). Swiss Re is

rated "AAA" by Standard & Poor's, "Aaa" by Moody's and "A++" by A.M. Best.

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