**The World will
Run out of Water**

Statistics from the United Nations:
- By 2025, 1.8 Billion people worldwide will live in regions that face absolute water scarcity
- By 2030, worldwide demand for water will exceed supply by 40%.
- The cost to address this is estimated at $1.8 Trillion over the next 20 years
- Almost one-tenth of the global disease burden could be prevented by improving water supply, sanitation, hygiene and management of water resources.

Water scarcity is driven by both natural and human causes. To name a few:
- Overuse (on people, land, agriculture, manufacturing, others)
- Pollution
- Distance from source to need
    - Fact: < 1% of the world's fresh water is readily accessible for direct human use. (Source: United Nations)
- Drought and other climate effects
- Political/Governmental stalemates over potential access areas

Using Less
- FLUID has produced a learning water meter that helps users know how, when, and where they're using water.
- There's also a mobile app that will display how much water is used by showers, flushes, laundry, dishwashing, lawn irrigation and more.

Reusing Wastewater
- Fact: 80% of waste water flows back into the ecosystem without being treated or reused (Source: United Nations
- PPiTechnologies GROUP, Redi-2-DrinQ and Penta5 USA companies are all committed to saving water in all their product line manufacturing. Used Plastics can be incinerated and produce energy, metals and slag for road building as part of their 21 year old SECAMP*program. Hemp biomass is used at BioPlastics America for making hemp based products from packaging films to Food trays and Bricks for low cost housing.   *(Sustainable Environmental Conscious Approach to Machinery/Materials and Pouch manufacturing).

Addressing the water/energy relationship
- Cambrian Innovation developed "Ecovolt," process that simultaneously treats water and generates biogas energy

The Alliance for Water Stewardship
- Sets global standards for water stewardship, metrics, and best practices. Members include GE, General Mills, Coca-Cola and Ecolab.

ALLIANCE FOR
WATER STEWARDSHIP