

No Water No Life®

Troubling Facts about Our Fresh Water Resources

The shortage of fresh, clean water is the greatest danger to which mankind has ever been exposed.
— Human Rights Commission

GLOBAL FACTS

Only 1/50th of 1% of the planet's water is fresh. — American Museum of Natural History. [Hereafter AMNH]

The UN Population Fund predicts global consumption of water will double every 20 years — twice as fast as the world's population will expand. — Wall Street Journal, March 29-30, 2008, page B-1. [Hereafter WSJ.]

Women in sub-Sahara Africa walk 15–17 hours a week getting water and up to 6 miles per day. — AMNH.

300 million people in Africa do not have access to safe water supply or adequate sanitation. That's the approximate population of the US. — "Water of Life 2007–2015" by Diageo, UK. [Hereafter "Water of Life."]

More than 450,000 miles of US rivers are under mercury advisories. Nearly 40% of America's freshwater fish are threatened with extinction. — www.oceansalert.org.

More than one in six people lack access to safe drinking water, according to the World Water Council. — WSJ.

90% of wastewater in developing countries is discharged into rivers and streams without any treatment. —UNDP, UNEP, World Bank, and the World Resources Institute, "World Resources 2000–2001," pg. 25–26.

Every 15 seconds a child dies from a water-related disease. — *Blue Planet Run*, 2007.

CLIMATE CHANGE

Emissions of greenhouse gases have risen 70 percent since 1970 and could nearly double from current levels by 2030 if nothing is done. — "The Warming Challenge," New York Times, Editorial, May 5, 2007.

Science magazine reported in March 2007 that Antarctica and Greenland are together losing about 125 billion metric tons of ice a year. — "The Big Melt" By Nicholas D. Kristof, NY Times, 8-16-07 [Hereafter, "Big Melt"]

DAMS

More than 60 percent of the world's rivers have been dammed or diverted. In the last 50 years, humans have built more than 47,000 large dams. — AMNH.

The profusion of dams worldwide has changed the shape of the Earth's gravitational field. — *Troubled Water* by Anita Roddick with Brooke Shelby Biggs, 2004.

AGRICULTURE

Agriculture consumes 70% of Earth's fresh water use. — AMNH.

Drip irrigation uses 30 to 70% less water than traditional methods. — National Geographic, March 2009.

It takes over 700 gallons of water to produce one medium-sized cotton t-shirt. — AMNH.

It takes 260 gallons of water to produce 2.2 pounds of wheat and 3,380 gallons of water to produce 2.2 pounds of beef, according to the World Water Council. — WSJ.