



Merging commercial and humanitarian solutions
for water in the 21st Century



Why Water?



THE NATIONAL AERONAUTICS AND SPACE ADMINISTRATION



EUROPEAN SPACE AGENCY



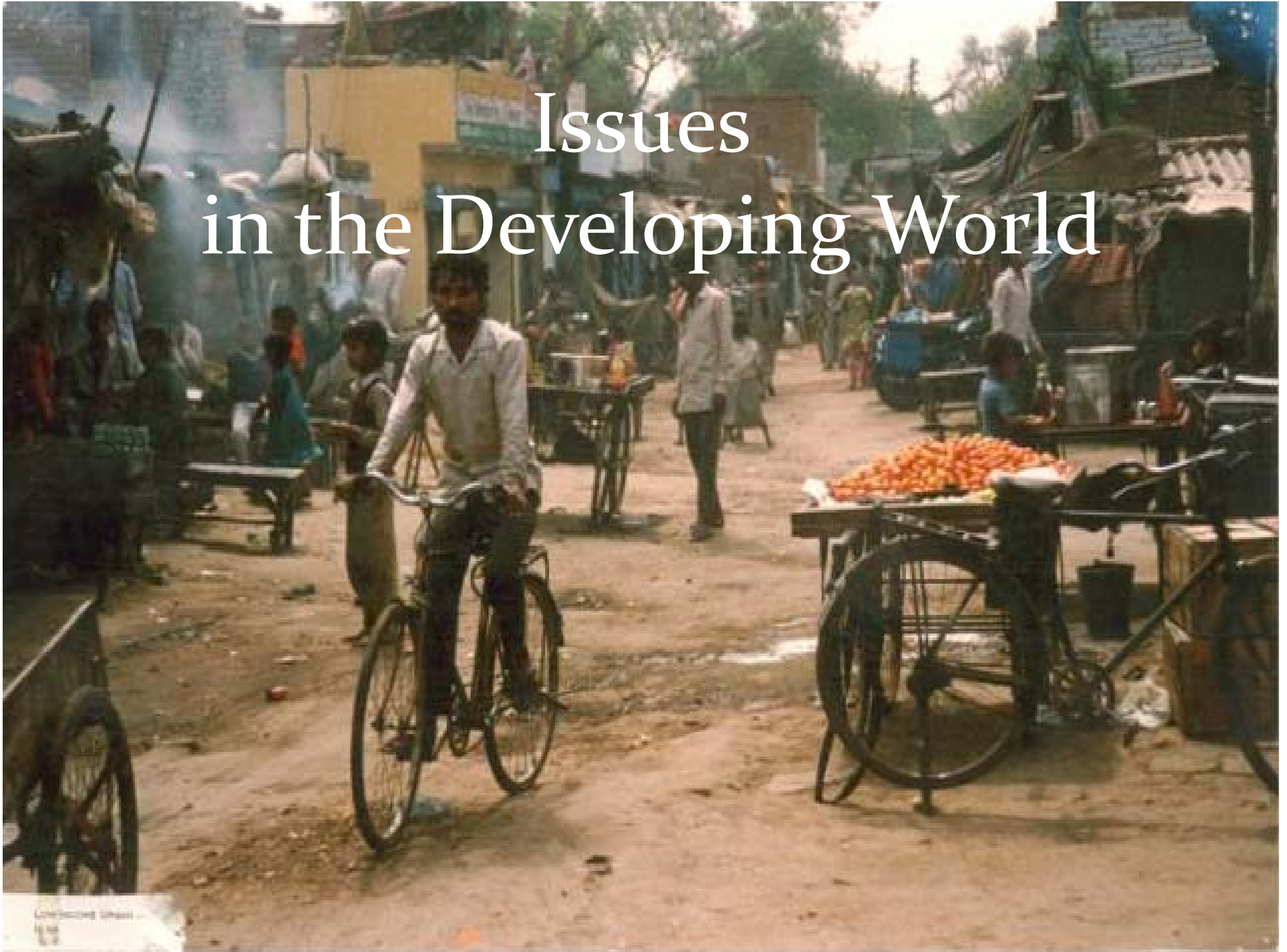
UNITED NATIONS ENVIRONMENTAL PROGRAMME

In my 30+ years being involved in humanitarian efforts, this is the largest crisis facing the continuation of life on our planet.



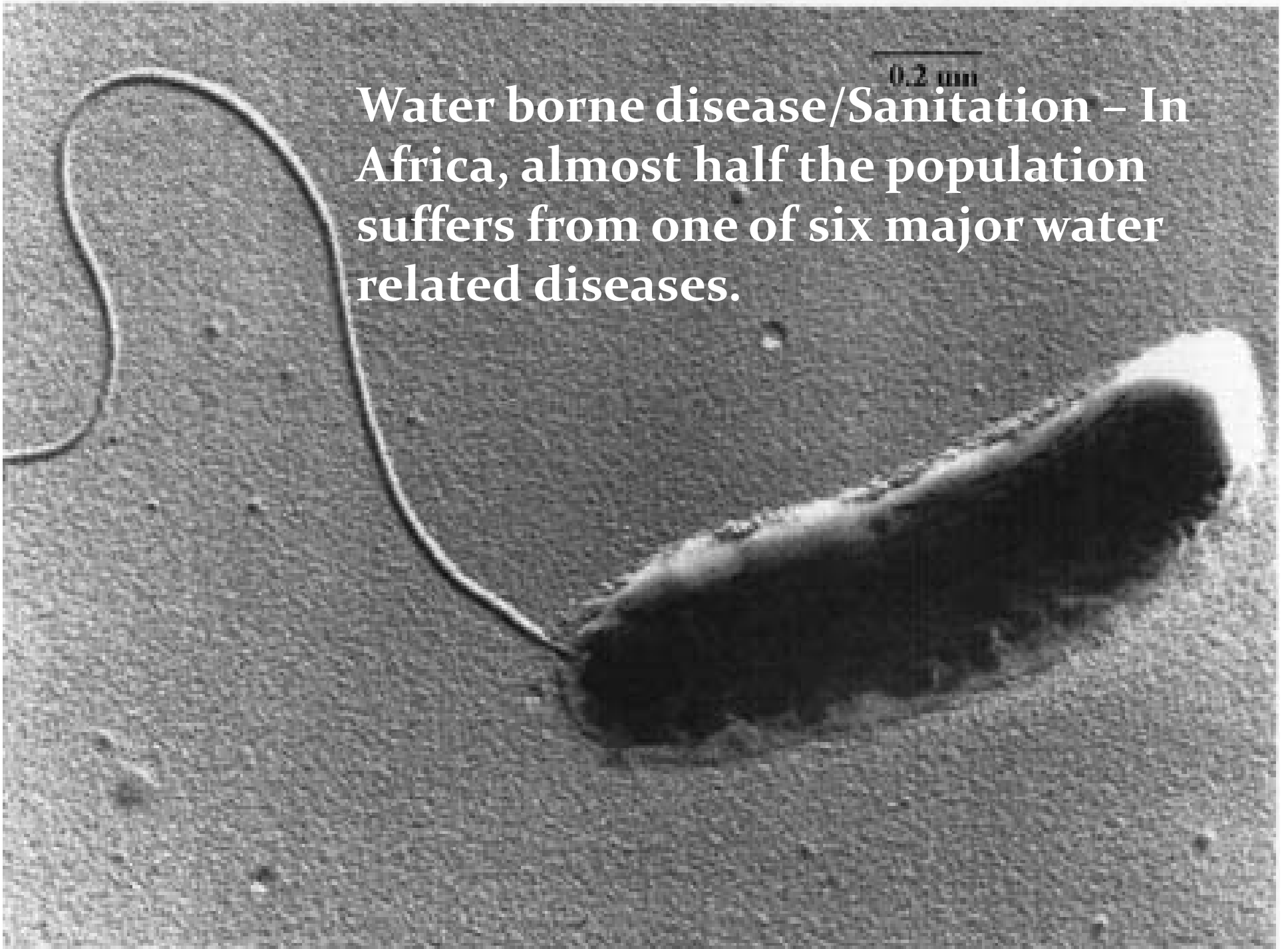
The new paradigm of sustainable business means the health of the planet and people are equally important to the bottom line.

Issues in the Developing World



Water borne disease/Sanitation – In Africa, almost half the population suffers from one of six major water related diseases.

0.2 μ m



Scarcity – 14 countries in Africa are currently experiencing water stress with another 11 expected to join by 2025. (WWF)



A vibrant, high-angle photograph of a busy city street, likely in New York City. The street is filled with a dense crowd of pedestrians walking in various directions. In the foreground, several people are seen from behind, looking down the street. To the left, a traffic light pole holds several signs: a blue circular sign with a white bus icon, a white 'ONE WAY' sign pointing right, and green street signs for 'LITTLE BRAZIL STREET' and 'W 46 ST'. A blue sign with 'M1 M4 032' is also visible. The street is lined with tall buildings, and numerous flags, including American and Philippine flags, are flying from poles. Yellow taxis and other vehicles are visible in the traffic lanes. The overall atmosphere is one of a bustling, diverse urban environment. The text 'Issues at home' is overlaid in the center in a white, serif font.

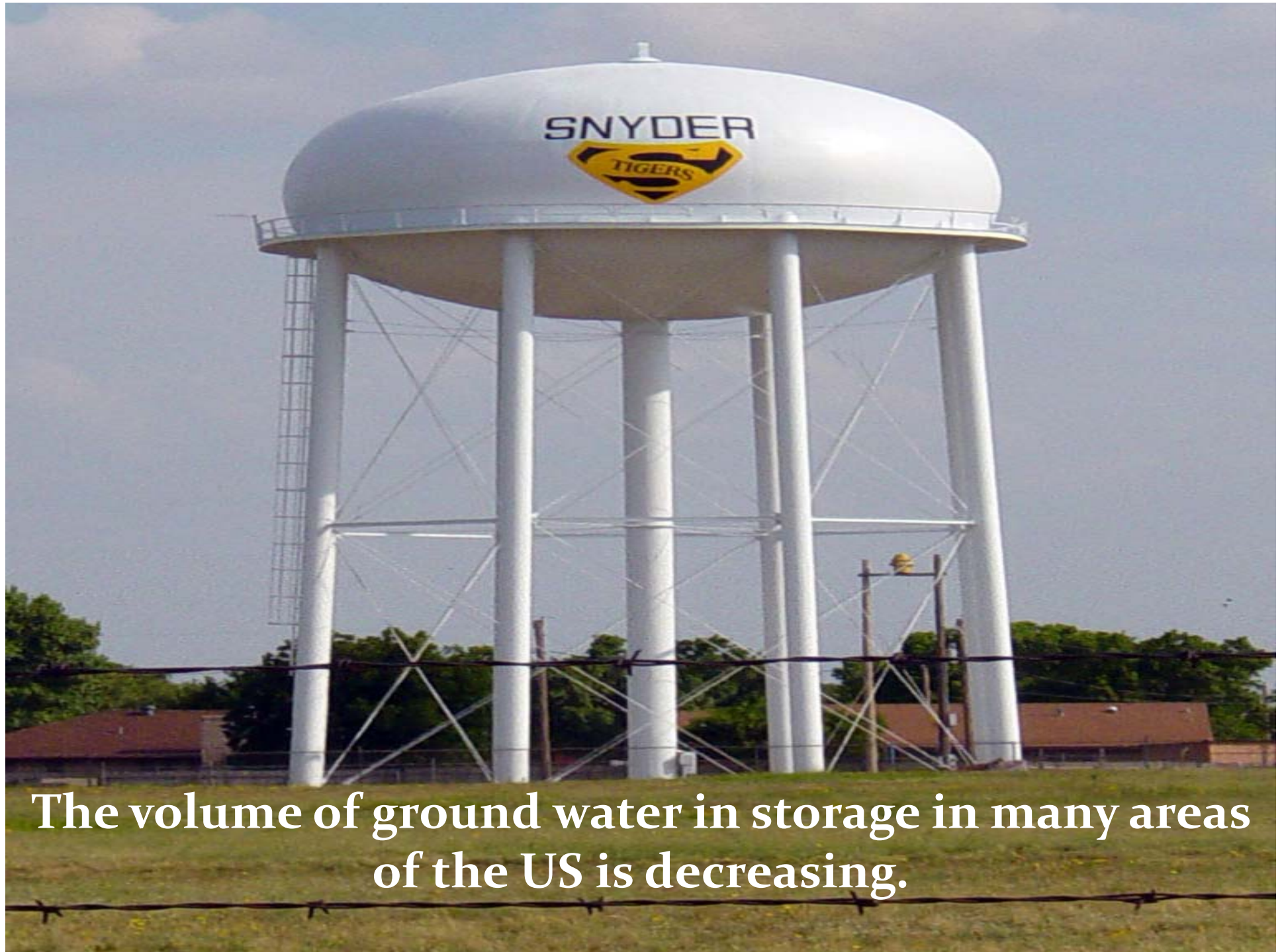
Issues at home



Which leads to increased pumping costs, deterioration of water quality, reduction of water in lakes and streams (USGS, pg 15)



The United States uses more than 83 billion gallons of fresh ground water each day for private and public water supplies, irrigation, livestock, manufacturing, mining, and other purposes. (USGS, 2004)



The volume of ground water in storage in many areas of the US is decreasing.

The Solution

- Protect our remaining resources at home and abroad
- Continued leadership and initiative by the GWPC
- Clean and reclaim the water we've damaged
- Innovation in technologies to create real world solutions
- We're all in this together!