

“Because responsible water management is at the heart of a sustainable future, overcoming today's water challenges calls for extraordinary action. We've assumed an active role in advancing innovation that conserves and sustainably manages water resources for the benefit of all—communities, nature, and business.”

~ **Bea Perez**

Chief Sustainability Officer, The Coca-Cola Company

Anticipated Global Threats to Water Availability and Quality Require Collective Response by Government, Business, and Communities

Megatrends	Water Impacts	Community Impacts	Business Impacts
<p>Population Growth:</p> <ul style="list-style-type: none"> ● 8 billion by 2025 	<ul style="list-style-type: none"> ● Higher demands for agriculture, household use ● 1/3 of world land area in severe water stress 	<ul style="list-style-type: none"> ● 2/3 of world population in severe water stress areas ● 1 billion people without access to safe drinking water ● Inadequate sanitation 	<ul style="list-style-type: none"> ● More competition for freshwater ● Diminished source availability ● More challenging to secure social, legal, political license to operate
<p>Global Development and Urbanization:</p> <ul style="list-style-type: none"> ● Dramatic increase in developed economies ● 1.4 billion more urban residents by 2030 	<ul style="list-style-type: none"> ● Greater water consumption ● Significant water quality degradation 	<ul style="list-style-type: none"> ● Increased water competition ● More aggressive allocation, higher prices, greater conflict potential ● Greater health concerns and risk of waterborne disease, child mortality 	<ul style="list-style-type: none"> ● Higher costs for source water and water treatment, energy, transportation, agricultural inputs ● Risks to business continuity and growth
<p>Climate Change:</p> <ul style="list-style-type: none"> ● 0.8° C increase by 2020 ● Water stress or scarcity in 48 nations by 2025 	<ul style="list-style-type: none"> ● Altered precipitation patterns, more frequent/ extreme weather ● Increased water stress ● More impaired water 	<ul style="list-style-type: none"> ● Decreased agricultural productivity ● Reduced access to safe and adequate water ● Increased hunger, famine, mortality 	<ul style="list-style-type: none"> ● Inconsistent adaptation by public sector, requiring greater responses by private sector ● Risks to business continuity and growth

Sources:
 Intergovernmental Panel on Climate Change: ipcc.ch
 United Nations: esa.un.org/unpd/wpp and esa.un.org/unpd/wup
 World Health Organization: who.int