

KEEPING OUR FRESHWATER FRESH

Let's quench our thirsty planet

WHERE DOES OUR FRESHWATER COME FROM?



LAKES



RIVERS

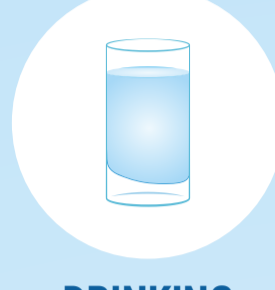


AQUIFERS



WETLANDS

WHAT DO WE NEED FRESHWATER FOR?



DRINKING



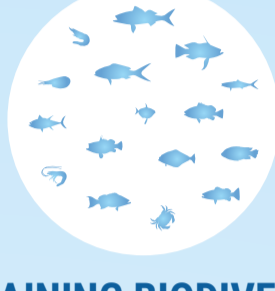
BATHING AND RECREATION



GROWING FOOD

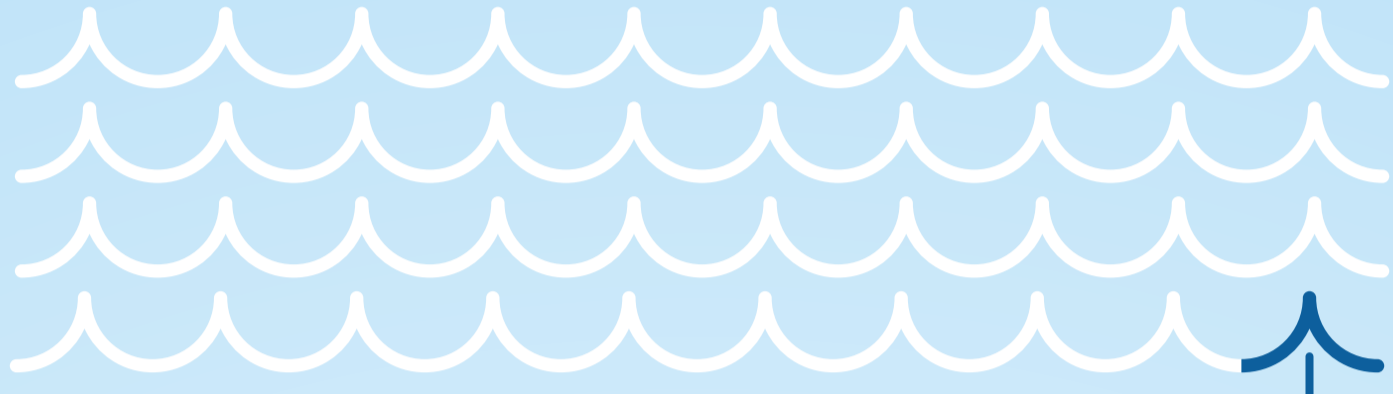


MANUFACTURING AND INDUSTRY



SUSTAINING BIODIVERSITY INCLUDING FISHERIES

DID YOU KNOW?



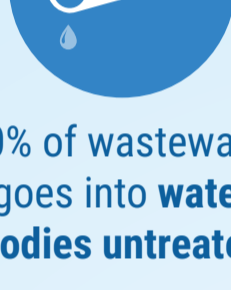
Freshwater makes up only 2.5% of all water



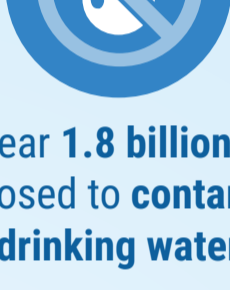
Waterborne diseases such as diarrhea are a leading cause of mortality, particularly in children



2.4 billion people (nearly one in three) lack access to basic sanitation such as toilets and latrines



80% of wastewater goes into water bodies untreated



Every year 1.8 billion people are exposed to contaminated drinking water

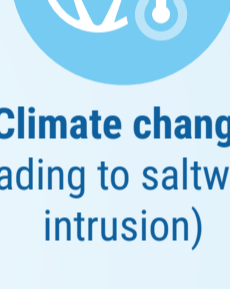
FRESHWATER QUALITY IS UNDER THREAT BECAUSE OF



Pollution (pathogenic or organic)



Natural disasters



Climate change (leading to saltwater intrusion)



Increasing food and energy production



Infrastructure development

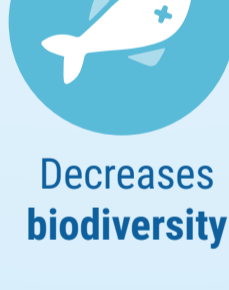


Resource extraction

POOR WATER QUALITY:



Threatens human health



Decreases biodiversity



Reduces the suitability of water for food and energy production

UN Environment estimates that rivers in Latin America, Asia and Africa face pollution threats in various forms



Pathogenic pollution in around one-third of all rivers



Organic pollution in one-seventh of all rivers



Moderate salinity pollution in one-tenth of all rivers



ACHIEVING SUSTAINABLE DEVELOPMENT GOAL 6: ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL

WHAT CAN YOU DO?



Be aware of your water footprint in the food and products you consume



Advocate for sound freshwater ecosystem management by reducing pesticide and fertilizer use



Support organizations providing safely managed sanitation and drinking water



Buy locally produced products that take environmental conditions into account



Eat less meat.

Agriculture is the biggest user of freshwater supplies and meat is the most water-intensive food