

# WATERWORLD

## H<sup>2</sup>O water for life

### The shape of the world

Since the end of the Great Famine and the Black Death in 1350, world population has experienced continuous growth.

Total annual births were highest in the late 1980s at about 138 million, and are expected to remain essentially constant at their 2012 level of 134 million per year.

The global population is projected to exceed nine billion by the year 2050.

High population growth has led to a high demand for natural resources to drive the development of sectors that satisfy human need: agriculture, trade, infrastructure, to name a few.

With demand far outstripping supply, world resources have and continue to be exploited unsustainably, leading to dire environmental degradation.

Take the case of freshwater, comprising only 2.5 per cent of the total volume of the world's water. 70 per cent of that freshwater is in the form of ice and permanent snow cover meaning that we have access to only 200,000km<sup>3</sup>.

It then isn't surprising that demand for water could soon exceed supply.

The Food and Agriculture Organisation (FAO), estimates that by 2025, 1.8 billion

people will be living in countries or regions with absolute water scarcity.

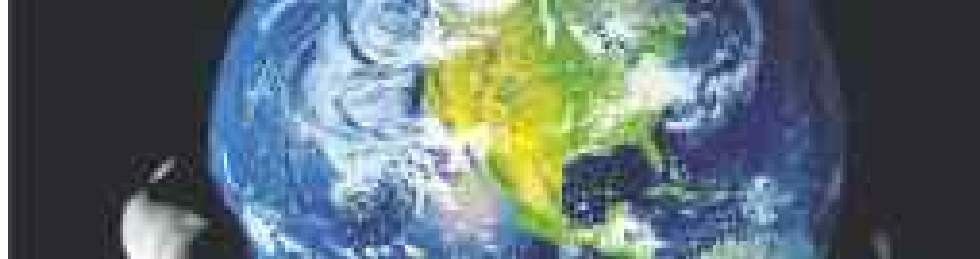
Meanwhile, some 13 million hectares of the world's forests are lost each year, including six million hectares of primary forests; the most biologically diverse ecosystems on the planet.

Industrial logging, forest conversion for agriculture, firewood collection and forest fires are considered the leading causes of deforestation.

In a nutshell, it is evident that our current use of natural resources is unsustainable, and immediate interventions are needed to curb the situation.

The Green Economy - a means of improving human livelihood, while taking into consideration environmental impacts - is the most viable way of tackling the problem at hand, not only for current, but also future generations.

A shift towards a green economy begins at an individual level, scaling up to macro economic and global levels.



Through the sale of our 100% natural, healthy spring water, Water For Water® will provide financial and technical assistance to communities that lack access to clean water.

Water For Water® opened the first community water station in Palawan City, Philippines in 2011. The water station now provides clean water as well as education, health, reproductive and employment. It also houses a community centre for local families.

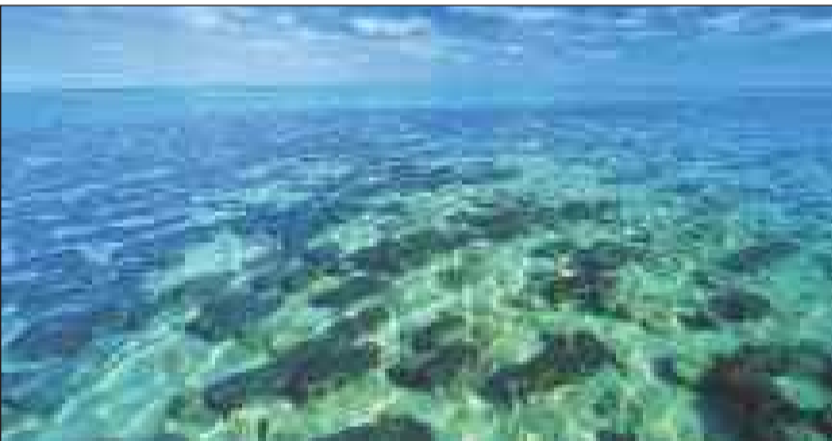
In 2012 Water For Water® will continue to invest into the community of Calapan City by constructing supporting a medical clinic, a childhood education program and a youth leadership training program.

Water For Water® can be purchased at Glass Dairy coffee houses, as part of the monthly commitment to building and changing lives.

**Water For Water®**

**Water For Water®**

**Water For Water®**



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