

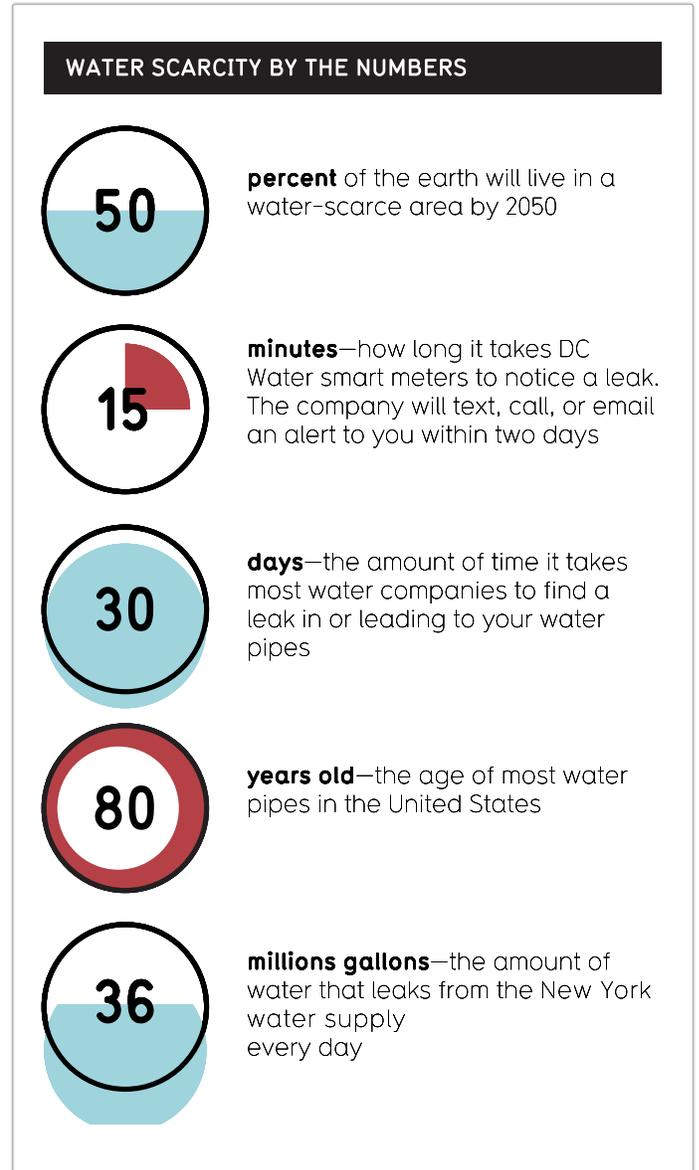
WATER SCARCITY

According to the United Nations, water use has been growing at more than twice the rate of population growth in the last century. By 2025, an estimated 1.8 billion people will be living in regions with absolute water scarcity, and two-thirds of the world population will be under water stress conditions. Currently, water scarcity affects one in three people on every continent on the planet and the outlook is bleak. As the population grows, rapid urbanization, climate change and an unprecedented rise in the demand for food will increase global water stress, as explained in the UN World Water Development Report, Managing Water Under Uncertainty and Risk.

The Search for Solutions

The issue of water scarcity is gaining attention from global thought leaders. The World Economic Forum has recognized water scarcity as the second most important risk facing the world in the years ahead.¹ Water issues also are bringing industry, banks, and policy-makers together. The World Bank, World Wildlife Fund, World Economic Forum, corporations, and others have joined forces and created the 2030 Water Resources Group to utilize the collective knowledge of the water community, private sector, NGOs and governments to find sustainable solutions to the water crisis.

Jin-Yong Cai, CEO of the International Finance Corporation, recently stated, “Economic growth and social well-being depend on a safe and secure water supply. Yet water security is one of the top five global risks most likely to manifest itself over the next ten years. The private sector’s perspectives on water resource management are a critical part of the solution as we consider the way forward. It helps provide innovations, technology, and funding necessary to confront the challenges of water security.”²



Innovation in Water Conservation

Solidia Technologies™ is a sustainable technology company with a patented scientific process that makes it easy and profitable to use CO₂ to create better building, construction and industrial products.

Using up to 20% less water, Solidia’s process uses a sustainable cement to produce concrete that is

stronger, more durable, more flexible and costs less—using the same raw materials and equipment but less water, energy, and time throughout the entire supply chain. Because water is not consumed during the process, it can be collected and reused, with recycle rates approaching 100%.

Additional Resources:

Online mapping tool, **[Aqueduct Water Risk Atlas](#)**, World Resources Institute Charting Our Water Future, 2030 Water Resources Group **http://www.2030waterresourcesgroup.com/water_full/Charting_Our_Water_Future_Final.pdf**

- 1. <http://www.guardian.co.uk/sustainable-business/davos-water-scarcity-second-important-world-risk>
- 2. <http://www.2030wrg.org/>

