



LAUNCH



LAUNCH WATER

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KENNEDY SPACE CENTER

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OVERVIEW

The Earth, with its diverse and abundant life forms, including over 6 billion humans, is facing a serious water crisis.

In the developing world, the crisis is borne disproportionately by poor and underserved people. These populations are blighted by the burdens of water-related disease, lack of access to clean water for drinking and sanitation, and inadequate levels of water for food and sustenance.

In the developed world, the crisis is caused by the persistent undervaluing of water, the inefficient use of water in agriculture and industry, the increasingly codependent relationship between water and energy, and the ever-increasing demand for water from consumers.

Furthermore, many natural water sources are compromised by waste from industrial, agricultural, and other human enterprises. Entire ecosystems are marred by altering natural waterways to service demand where little supply exists. These extreme, short-term measures continue without regard for the consequences to this and future generations.

The threat of an impending water crisis affects all of us. Society bears an urgent responsibility to not only implement widespread conservation measures but to develop bold, innovative, potentially disruptive approaches to reengineer the balance between human activity and this most vital resource. We need to find new technologies and scientific advancements, new models, and new organizations that collectively will help move society from water crisis to water sustainability.

Accordingly, LAUNCH seeks to identify, showcase and accelerate water innovations to meet these challenges:

- Improve access to safe drinking water
- Improve sanitation infrastructure and access
- Improve food security through effective use of water
- Reduce the spread of malaria and other waterborne diseases
- Protect ecosystems via sustainable water management
- Develop more accurate water valuation and efficient water pricing
- Improve water governance involving interests of all stakeholders
- Promote cleaner industrial water use
- Expand water education/knowledge base
- Address water challenges/competing needs in urban areas
- Contribute to the lowering of GHG emissions by more efficient use of water in energy production
- Enable and/or promote the efficient use of water

The above water challenges have been developed and derived from a synthesis of research and reports from the following: Millennium Development Goals, Hague Ministerial Declarations, UNESCO, United Nations World Water Assessment Program, Executive Summary, World Bank, International Finance Corporation, Safe Water for All, World Business Council for Sustainable Development: Water, Energy and Climate Change, World Water Forum V, Istanbul, Executive Summary and Program

THE WORLD OF WATER

3% of the water in the world is freshwater

97% is seawater

2.5% of the world's water is frozen in glaciers and icecaps

.5% of the world's water is the water that must sustain human life

WATER SUPPLY AND DEMAND NOW AND IN THE FUTURE

Present Water Demand: 4.3 billion cubic meters of water

2030: Water Demand: 7 billion cubic meters of water

2030: Water Supply: 4.3 billion cubic meters of water (~40% shortfall)

2030: 81 of the 154 global water basins will have deficits

The United States leads the world in per capita water consumption with twice the consumption of France, 3 times Egypt, 4 times India, 6 times China, and 50 times Mali.

THE HUMAN AND ENVIRONMENTAL TOLL

Now: 1.1 billion people lack access to improved water supply

2.4 billion people lack access to improved sanitation

2,213,000 annual mortality rate due to water sanitation hygiene associated diseases

1,000,000 annual deaths due to malaria

4,000,000,000 annual cases of endemic diarrheal disease

The majority of those affected by water-related mortality are children under 5

440 million school days are missed annually due to water, sanitation and hygiene related illness

Inadequate water, sanitation and hygiene account for 50% of the world's malnutrition

2 million tons of industrial wastes and chemicals as well as human and agricultural wastes—fertilizers, pesticides and pesticide residues—flow into our water