

Ensuring water security for a growing world

It is estimated that over 1 billion people experience some form of water scarcity on a daily basis, without access to clean drinking water. This, and lack of access to adequate sanitation facilities, disproportionately affects some of the poorest regions in the world. Simultaneously, climate change is increasing the frequency of severe droughts and floods, rapidly eroding the amount of fresh water available.

In order to achieve water security for our growing world, two things are essential. Firstly, we need to ensure a sustainable balance between supply and demand. Secondly, we need to make sure that we have enough water - of the right quality - for the purpose for which it is needed. Moreover, with the judicious application of smart technologies, sound policy-making, workable regulations, collaboration between the public and private sector and an appreciation of the real cost of water, it is possible to achieve this goal.

We need to ensure water security for a growing world – Together!



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