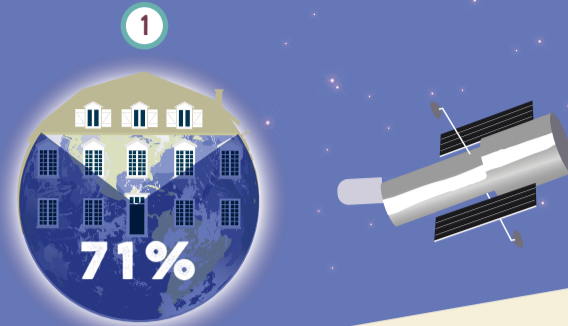


RUNNING WATER

FRESH WATER ON EARTH

TAP WATER

SEEN FROM SPACE, THE EARTH IS BLUE. SEAS AND OCEANS COVER 71% OF THE EARTH'S SURFACE.



NOT ALL THIS WATER CAN BE USED BY HUMANS.

SALT WATER: 97%

FRESH WATER: 3%

0.7%

% of the world's fresh water is frozen, in glaciers and icebergs at the North and South Poles.

That means only ¼ of the freshwater supply can be used by humans. This water is found in rivers, lakes, or groundwater reserves*.

THE TOTAL LENGTH OF PIPES THAT SUPPLY DRINKING WATER TO THE USA.

MORE THAN 1 MILLION MI.:

1 OUT OF 3 PEOPLE IN THE WORLD DON'T HAVE ACCESS TO SAFE DRINKING WATER.

THE PIPES

2

THE DRINKING WATER IN OUR HOMES COMES FROM GROUNDWATER RESERVES* AND FRESHWATER SOURCES SUCH AS RIVERS AND STREAMS.

The first circuit

Fresh water is first taken from a stream or a groundwater reserve* located in the Earth's crust. Then it travels through a pipe to a water plant, where it is treated to make it safe to drink. Then it gets tested and delivered to the pipes in our homes.

The second circuit

In the other direction, the water we use at home (laundry, toilets, cooking, etc.) goes back to a wastewater-treatment plant before being released into the environment. In many poor countries, though, wastewater is poured back untreated.

0.7%:

THE AMOUNT OF THE EARTH'S FRESH WATER THAT WE CAN USE.

RENEWABLE SUPPLIES

2. As it cools, the water vapor condenses into small drops to form clouds.

3. Then the water falls back to Earth in the form of rain or snow, replenishing the glaciers and groundwater reserves*!

1. The Sun's heat causes water to evaporate from oceans, lakes, and rivers. The water vapor builds up in the atmosphere.

There isn't much freshwater in the world, but our supply is constantly being replenished.

WHAT IS FRESH WATER USED FOR?

FARMING USES 70% OF THE FRESH WATER THAT WE CONSUME FOR WATERING CROPS.

IN FACTORIES

20% OF FRESH WATER IS USED FOR INDUSTRIAL PURPOSES.

FOR DRINKING, COOKING, SHOWERING, ETC...

10% OF FRESH WATER IS CONSUMED BY PEOPLE.

WATER OUTAGES

5

Some parts of the world receive a lot of rain and/or snow, while others are affected by drought. Because of this, not all countries have the same freshwater reserves.

More than half of the world's freshwater supply is concentrated in just nine countries: Brazil, Russia, the United States, Canada, China, Indonesia, India, Colombia, and Peru.

By contrast, Israel, Kuwait, Jordan, and the United Arab Emirates have virtually no freshwater reserves. Each person there has 160 times less water than a Canadian person!

USING LESS WATER

6



As the world's population grows, we'll need more and more water for cooking, washing, eating, and drinking. According to scientific predictions, the population could grow by 80% between now and 2050. This is a huge increase, especially because the atmosphere is heating up and droughts are more and more common! It is crucial, then, to fight global warming*, to use less fresh water, including at home, and to treat wastewater so it can be reused.

How do we make drinking water?

Seawater can be desalinated (meaning the salt is removed from it) by pumping it and filtering out the algae and sand, then pressurizing it in a pipe to remove the salt. Another method is to send rockets filled with salt crystals into the clouds to increase condensation* and cause rainfall. Both processes are used in several countries around the world.

4,068 GALLONS: THE MINIMUM AMOUNT OF WATER REQUIRED TO PRODUCE 1 KG OF BEEF.

