

Global demand for freshwater is projected to grow by 55% between 2000 and 2050. This poses a huge risk for increased competition over water from different users.

A Sustainable Development Goal (SDG) on water is a unique opportunity to holistically address our world's water related challenges, avoiding potentially fragmented and unsustainable solutions which can increase competition between different water users.

HEALTH

**SUSTAINABLE
GROWTH**

AGRICULTURE

ENERGY

CLIMATE

WATER is irreplaceable for growing crops, producing energy and delivering economic and social goods and services. The vast majority of all freshwater withdrawals is used for commercial purposes and is critical for the manufacture of everything from clothes to electronics and is a key component in the delivery of almost all services.

WHAT IS HAPPENING NOW?

During the 20th century, the world population grew fourfold. At the same time, freshwater withdrawals multiplied nine times. This rapid increase, alongside other factors, has negatively impacted our global water situation. Earlier this year, the World Economic Forum (WEF) reported that water security is one of the most tangible and rapidly growing current global challenges. In the 'Global Risks 2014' report the WEF states that "because of the systemic importance of water for global economic activity, any failings in its planning, management and use in one country can ripple across the world".

WHAT NEEDS TO HAPPEN NEXT?

Water scarcity and unreliability pose significant risks to all economic activity. Poorly managed water causes serious social and economic challenges – but if managed well can actually be a source of prosperity.

▶ Watch SIWI's five thematic films

and corresponding Stockholm Statements on Water to learn more about the centrality of water in building resilient future societies.

www.siwi.org/stockholmstatement2014



A Sustainable Development Goal

(SDG) on Water is
essential for our shared future

What would an SDG mean for Sustainable Growth?

A dedicated SDG on water will help incentivise efficient and wise water use amongst actors, contributing to sustainable economic growth and prosperity.

FACTS

- **THE MANUFACTURING INDUSTRY'S DEMAND** for water in Brazil, Russia, India, Indonesia, China & South Africa is expected to grow over 8 times between 2000 and 2050.
- **94% OF US COMPANIES** with operations across the world face physical risks related to water. 86% believe water will influence where they set up their operations. 57% expect water issues will affect their growth over the next 5 years.
- **THE 2011 FLOOD IN THAILAND** forced Intel to cut its revenue forecast by \$1bn. In the same year, water shortages in Texas, India, Pakistan & Brazil prompted Gap Inc. to reduce its annual profit forecast by 22%.
- **A TEXTILE PROJECT IN INDIA (SWAR)** has helped fabric factories implement water resource efficiencies in production lines, thereby reducing energy use and chemicals, and leading to significant cost savings and a return on investment of 765%.