



Water for Life and Peace

Focus, campaigns and
achievements



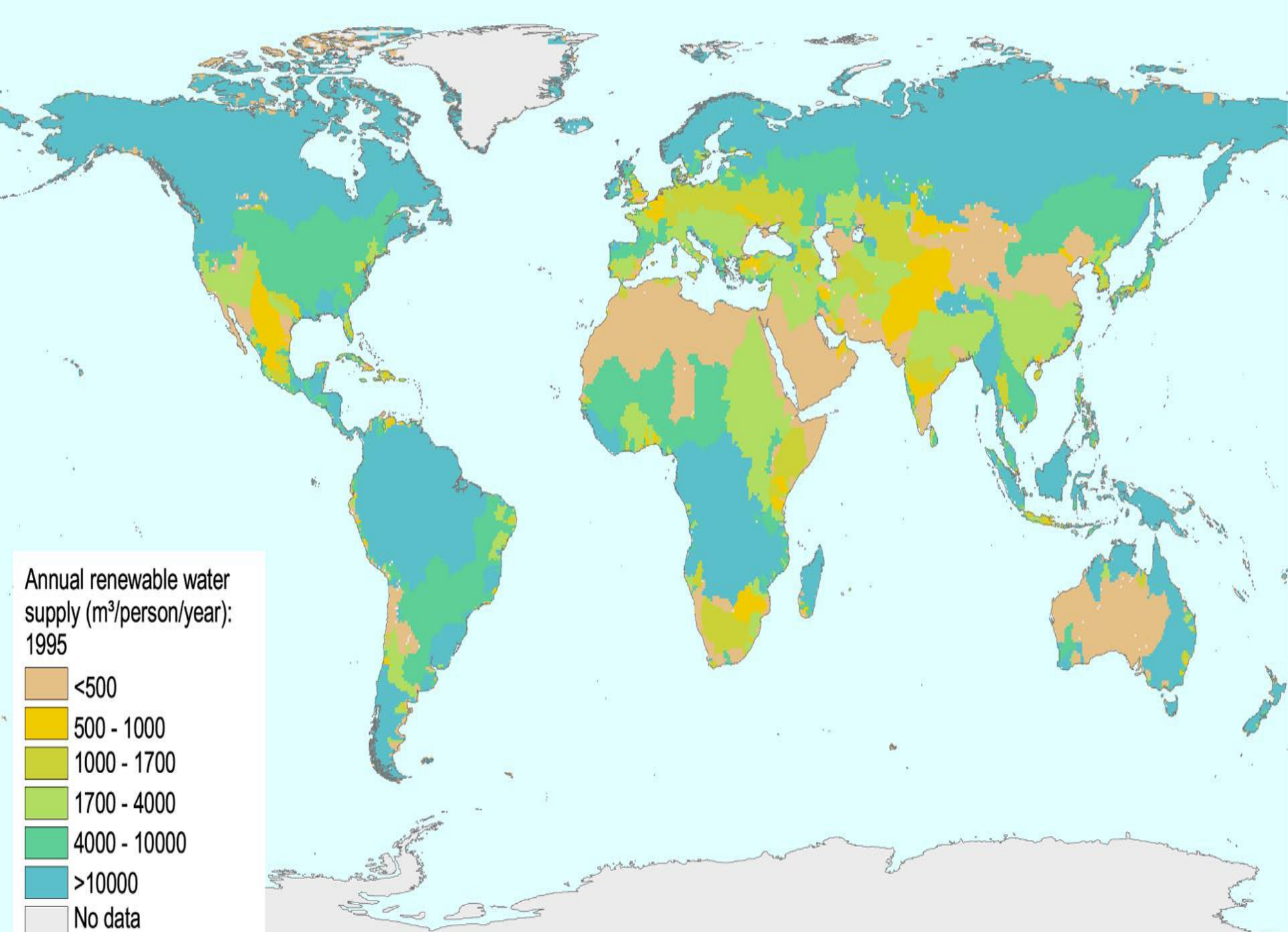
What Global Water Crisis?

Availability of Water

Earth 75% covered by water, and yet

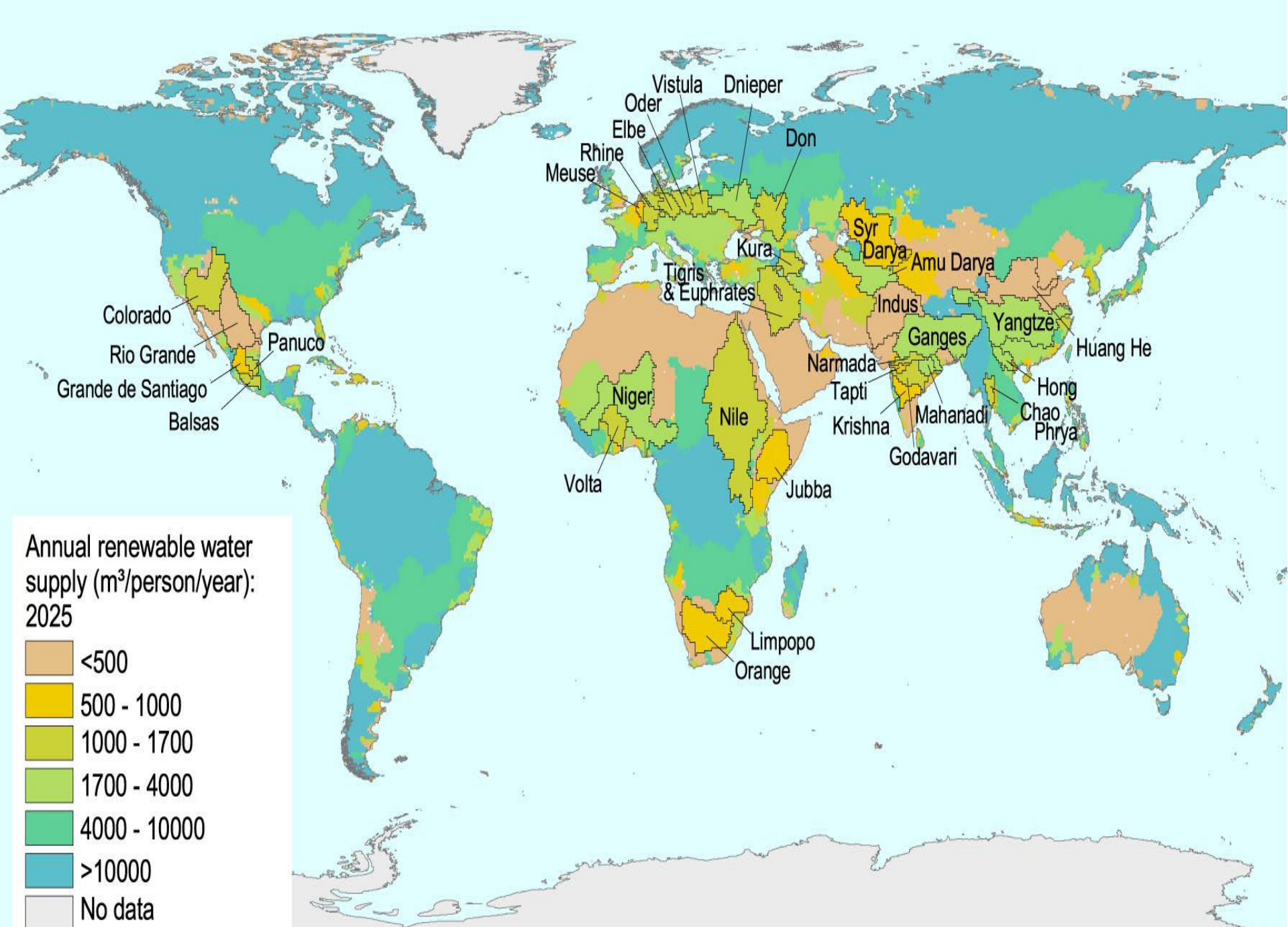
- Only 3% is freshwater
- 2% is NOT accessible
- Freshwater is unevenly distributed:

10 countries have 60% of all freshwater flow on their territories: Brazil, Russia, China, Canada, Indonesia, USA, India, Colombia, Democratic republic of Congo, Peru



Annual renewable water supply (m³/person/year): 1995

- <500
- 500 - 1000
- 1000 - 1700
- 1700 - 4000
- 4000 - 10000
- >10000
- No data



Forecasts

- 1/3 of the world's population already lives in a situation of hydric stress

If the trend doesn't change:

- 2/3 by 2025, and 1.8 billion people living in regions/ countries stricken with absolute water scarcity

Contributing factors

- Demographic growth
- Growing demand
- Pollution
- Climate Change

Access to safe-drinking water, one of the greatest challenges

- 660 million people do not have access to what the UN calls an « improved water point »
- Estimated 2 billion people do not have a secured access to safe-drinking water each time they drink
- 2,4 billion people without access to basic sanitation
- More than 2000 children die everyday from waterborne diseases
- Halving these tragic figures was the goal of the Millenium Development Goals (MDGs)

Water for Life and Peace

- **Access to water and sanitation are human rights**
- **Water is scarce and shared: it should be shared equitably and used sustainably**

What we do

- **Raise awareness** on the issues (public opinion)
- **Advocate so that** development agencies and other **donors allocate funds** to « water »
- When relevant **promote new or existing rights**; promote **improved governance and legal frameworks**
- (Implement on-the-ground projects)

What campaigns

➤ Policy / governance / institutional campaigns: targeting governments, multilateral organizations, UN bodies, peers, targeted institutions, key global processes

1. **Global water governance**, or lack of. Issue: very scattered, inefficient, UN Water only a coordinating body.

2. **What to do after the Millenium Development Goals?** Objective: to obtain a dedicated Water SDG.

How? Alliances, coalitions, expertise, influence, briefs, participate to global processes, press releases...



Everything you need
to know about the
**UN Watercourses
Convention**

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What campaigns (3)

#CLIMATE 
IS WATER

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#ClimateIsWater (3)

➤ Key Messages

1. Water is an essential resource for life
2. Climate change impacts water resources first and foremost
3. Failure to address the relationship between water and climate puts our future in jeopardy

What campaigns (4)

- **Recognition and realisation of the human rights to water and sanitation**
 1. Online petition launched at early stage of global debate on water; supported by partners, media and CSOs around the world
 2. Awareness raising
 3. National campaigning is central
 4. Rights recognized for the 1st time at the UN in 2010

Water for life, which is the water needed to fulfill the essential needs of all living beings, must be unconditionally recognized as the top priority so as to ensure the sustainable development of ecosystems and adequate access to water and sanitation for all.

Water for development, which fulfills an economic function relating to productive activities, should be considered foremost from the standpoint of its role in improving people's standard of living. Water used for productive activities, whether agriculture, industry or tourism, is directly related to the problems of water scarcity and pollution arising in the world.

A GLOBAL PUBLIC CAMPAIGN

In order to compel governments to recognize the importance of this issue and acquiesce to a new international treaty, their respective electorates must give them clear indications and exert sufficient pressure. For this, a worldwide public awareness campaign was started by the GC network using an appeal to sign a Petition, which, along with other information on the progress of the campaign can be found on a specially designed web site www.watertreaty.org. The content of this site is now available in English, French, German, Italian, Portuguese, Russian and Spanish, and the Chinese version is currently under preparation.



—PETITION—

ACCESS TO WATER ISN'T A PRIVILEGE. IT IS A RIGHT

but

1.2 billion people do not have access to drinking water

2.4 billion lack basic sanitation

Thirst kills

So does dirty water

To halt the global water crisis, we need an international law on the Right to Water.

This would oblige governments the world over to turn their words into action.

In the time it has taken you to read this page, 9 people have died from water-borne illnesses.

5 of them are children.

Please add your signature to the millions needed in order to convince your government to begin official negotiations on the International Convention on the Right to Water.

The results of this global petition will be presented to the Secretary-General of the United Nations.

Gorbachev article in the NYTimes

The Right to Water

By MIKHAIL GORBACHEV JULY 16, 2010



The right of every human being to safe drinking water and basic sanitation should be recognized and realized.

The United Nations estimates that nearly 900 million people live without clean water and 2.6 billion without proper sanitation. Water, the basic ingredient of life, is among the world's most prolific killers. At least 4,000 children die every day from water-related diseases. In fact, more lives have been lost after World War II due to contaminated water than from all forms of violence and war.

This humanitarian catastrophe has been allowed to fester for generations. We must stop it.

Acknowledging that access to safe water and sanitation is a human right is crucial to the ongoing struggle to save these lives; it is an idea that has come of age. It was first proposed a decade ago by civil society organizations, like Green Cross International, which I helped establish in 1992. Today, it is a mainstream demand that many governments and business leaders support. That is a great achievement.

This month, for the first time, the U.N. General Assembly is preparing to

What campaigns (5)

➤ Let's Talk Toilets

1. 2.5 billion people without sanitation
2. Diagnostic: lack of political will, lack of awareness, lack of funding
3. Benefits: drastic reduction of waterborne diseases, health, education, gender equality...
4. Each invested \$ generates 5.5\$
5. 260 billion dollars could be saved every year
6. What we're asking

LET'S TALK TOILETS

Street campaign



LET'S TALK TOILETS

Street campaign



Let's Talk Toilets video



Acqua for Life Campaign (6)





GHANA



MEXICO





**GREEN
CROSS**

