

CLEAN WATER AND SANITATION: WHY IT IS IMPORTANT

Water is a fundamental element of life, essential for people and all life. It is an essential resource for societies and cultures around the world. But what do we know about water? How many people have access to this resource, and are we taking care of this universal good?

Currently, water scarcity affects more than 40% of the world's population and this percentage is likely to increase.

Water is our most precious resource so for our organizations, it is essential to raise awareness of the importance of protecting and caring for water, since it is not a consumer product, but an essential natural resource for future generations and for our planet.

Taking care of it is in your hands.



**SUSTAINABLE
DEVELOPMENT
GOALS**

ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL

WATER IS OUR MOST PRECIOUS RESOURCE

It's in your hand to

Respect it! Protect it! Conserve it!

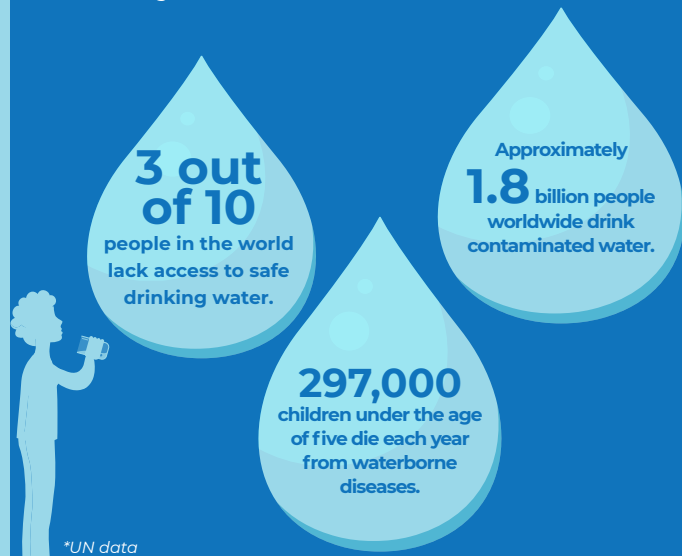


**SUSTAINABLE
DEVELOPMENT
GOALS**



ACCESS TO WATER

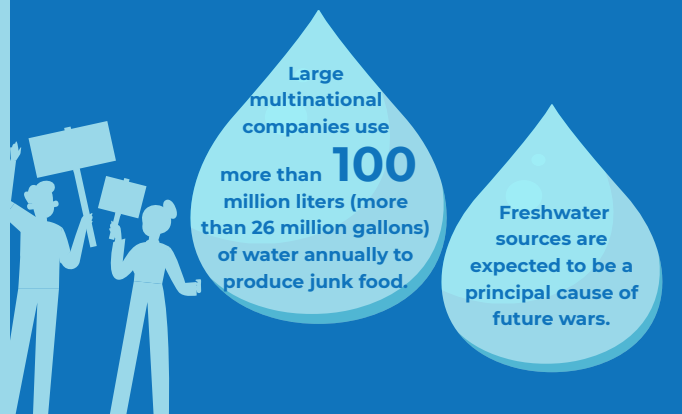
Access to water, sanitation, and hygiene is a human right, yet millions of people daily still face enormous difficulties in accessing these basic services.



WATER, A UNIVERSAL GOOD?

Basic access to water is a universal right. However, because residential water is commercialized, economically challenged individuals may not be able to pay for access to water.

Underwater aquifers are increasingly being over-exploited. We need to ensure this resource is used wisely.



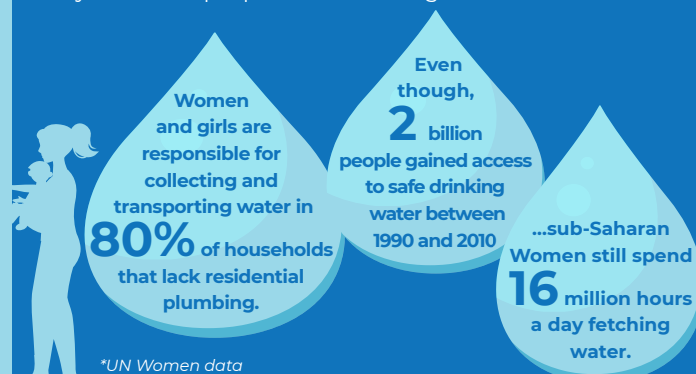
GENDER EQUALITY AND JUSTICE

Women are disproportionately impacted by the water issues. In many countries, women cannot go to school or be employed because they are traditionally responsible for bringing water to their families.

The constant carrying of heavy loads can cause serious health problems.

Because women and girls have unique sanitary needs, they may be particularly impacted by the lack of clean water.

Because women typically care for sick members of the family, they must treat people infected through waterborne illnesses.







PRINCIPLES OF UNIVERSAL ACCESS TO WATER

- 💧 Water is a gift of nature
- 💧 Water is essential for life
- 💧 All life is interconnected through water
- 💧 Water for basic needs should be free of charge
- 💧 Fresh water is a limited resource
- 💧 Water must be conserved
- 💧 Water is a common good
- 💧 Water should be used wisely
- 💧 There is no substitute for water.

EVERY ACT MATTERS

We need to respect water by using it carefully.

-  **Short showers.** Taking short showers instead of baths will help us save a great deal of water.
-  **Turning off the tap.** While brushing our teeth or bathing, it is wise to turn off the tap to avoid wasting water.
-  **Reuse water.** We can give water a second use by recycling. For example, when you wash vegetables and fruits, use that water for plants.
-  **Washing machine and dishwasher.** When you use a washing machine or dishwasher, make sure the load is full.
-  **Buy second-hand clothes.** It takes more than 713 gallons of water to produce a cotton T-shirt.
-  **Avoid ultra-processed food products.** Producing a bag of potato chips requires more than 49 gallons of water.
-  **Avoid using plastic products.** It is estimated that there are more than 250,000 tons of plastic floating in the sea.

In what other ways can we care for water?