

WATER



Conserve it,
Store it, or
Perish
Without it

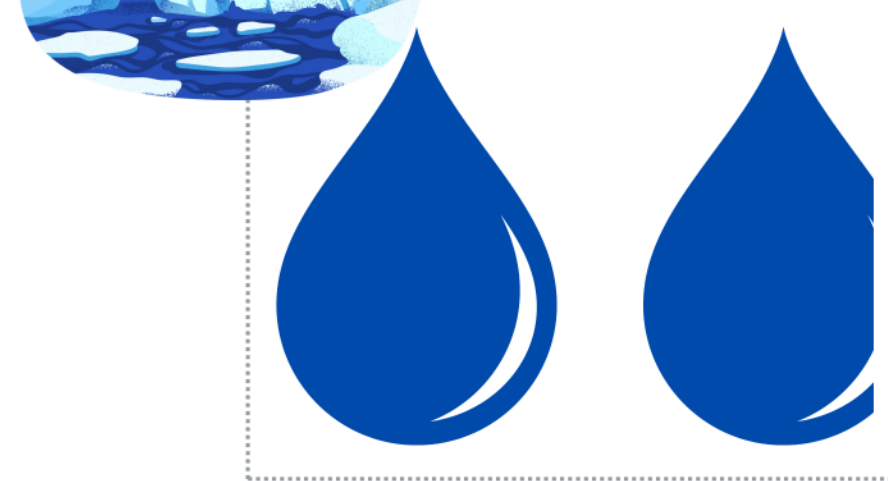
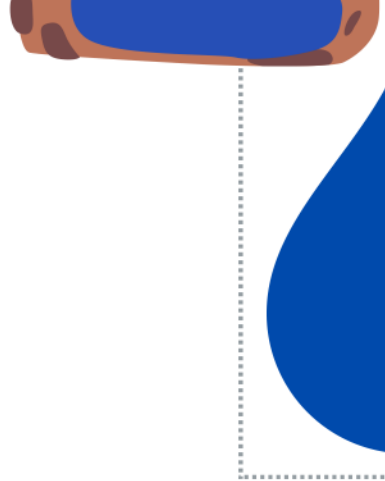
Of all the water on earth only 2.5% is fresh water.

96.5 % is saline water in the ocean!!

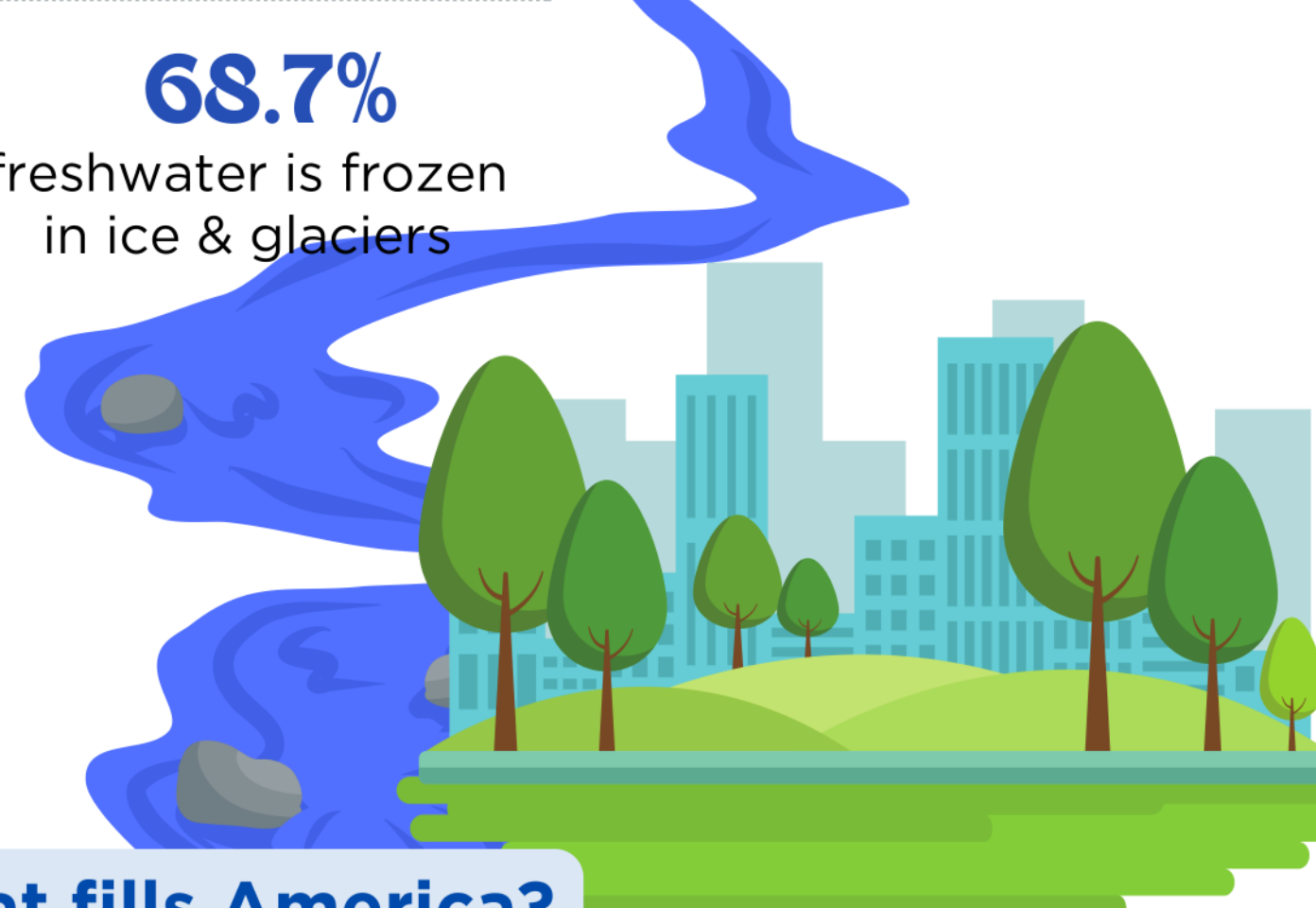
saline water fresh water



Where does Fresh water come from?



1.2%
of the Earth's freshwater is Surface water (rivers, lakes, streams, etc.)

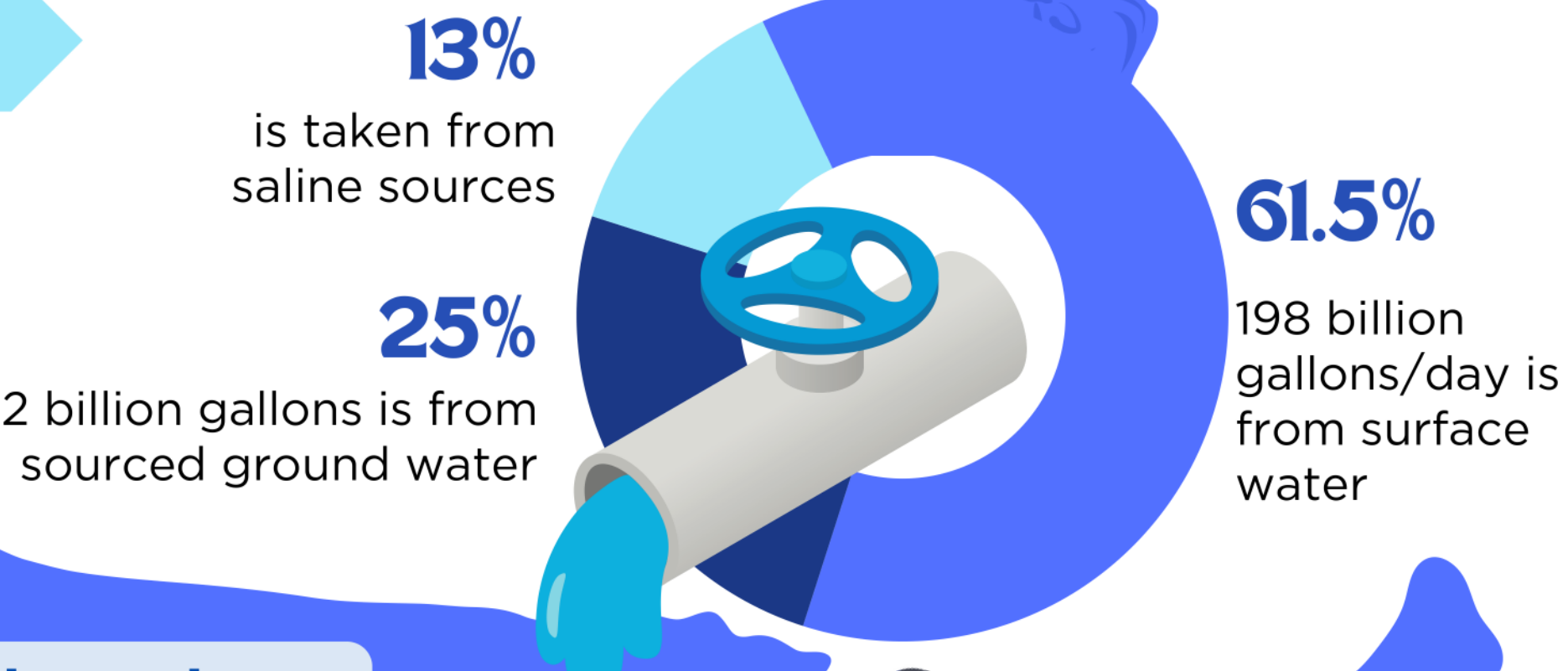


Rivers are the source of most fresh water people use.

And rivers make up only 0.49% of surface freshwater.

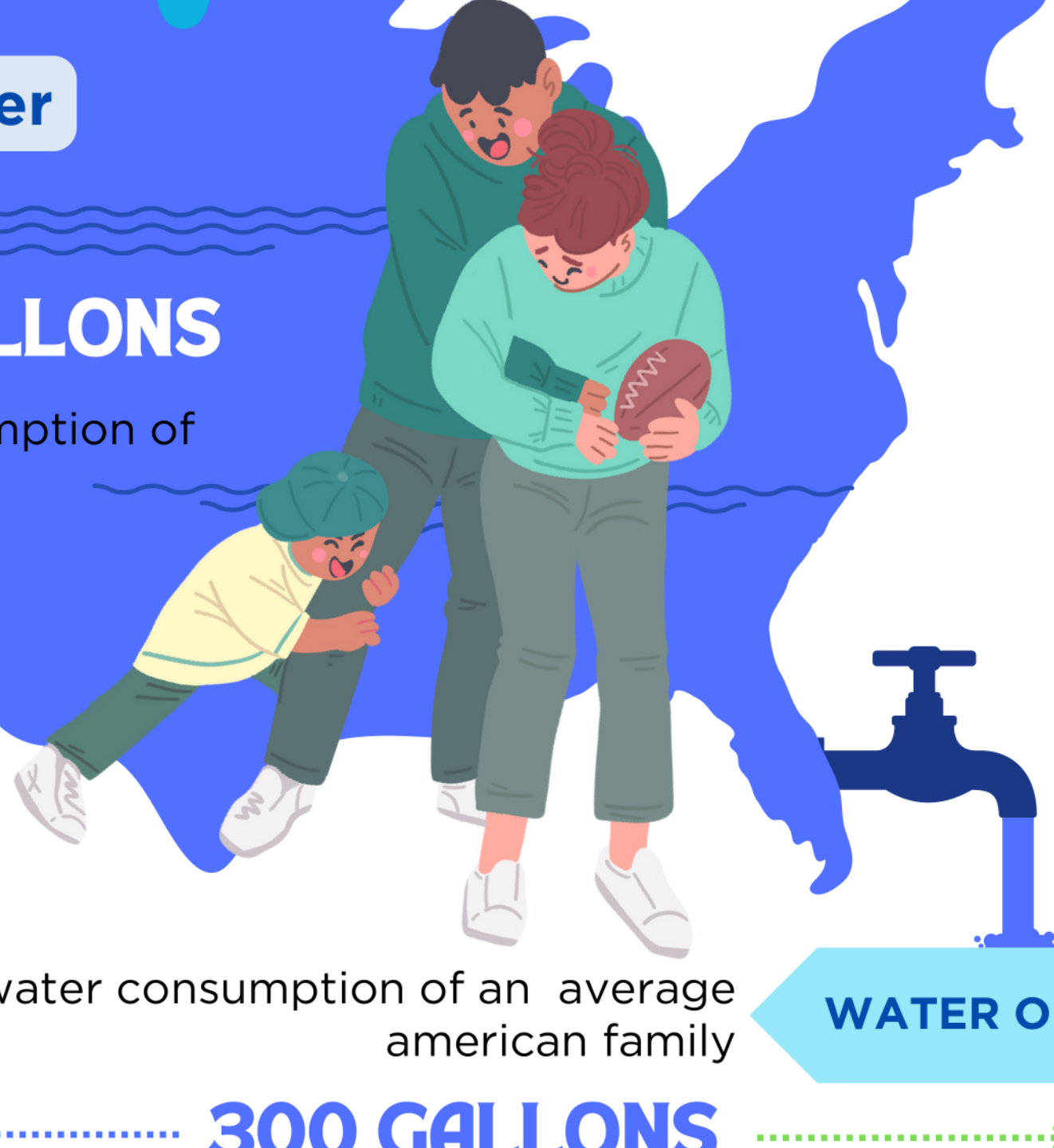
What fills America?

WATER IN...



America has a large appetite for freshwater

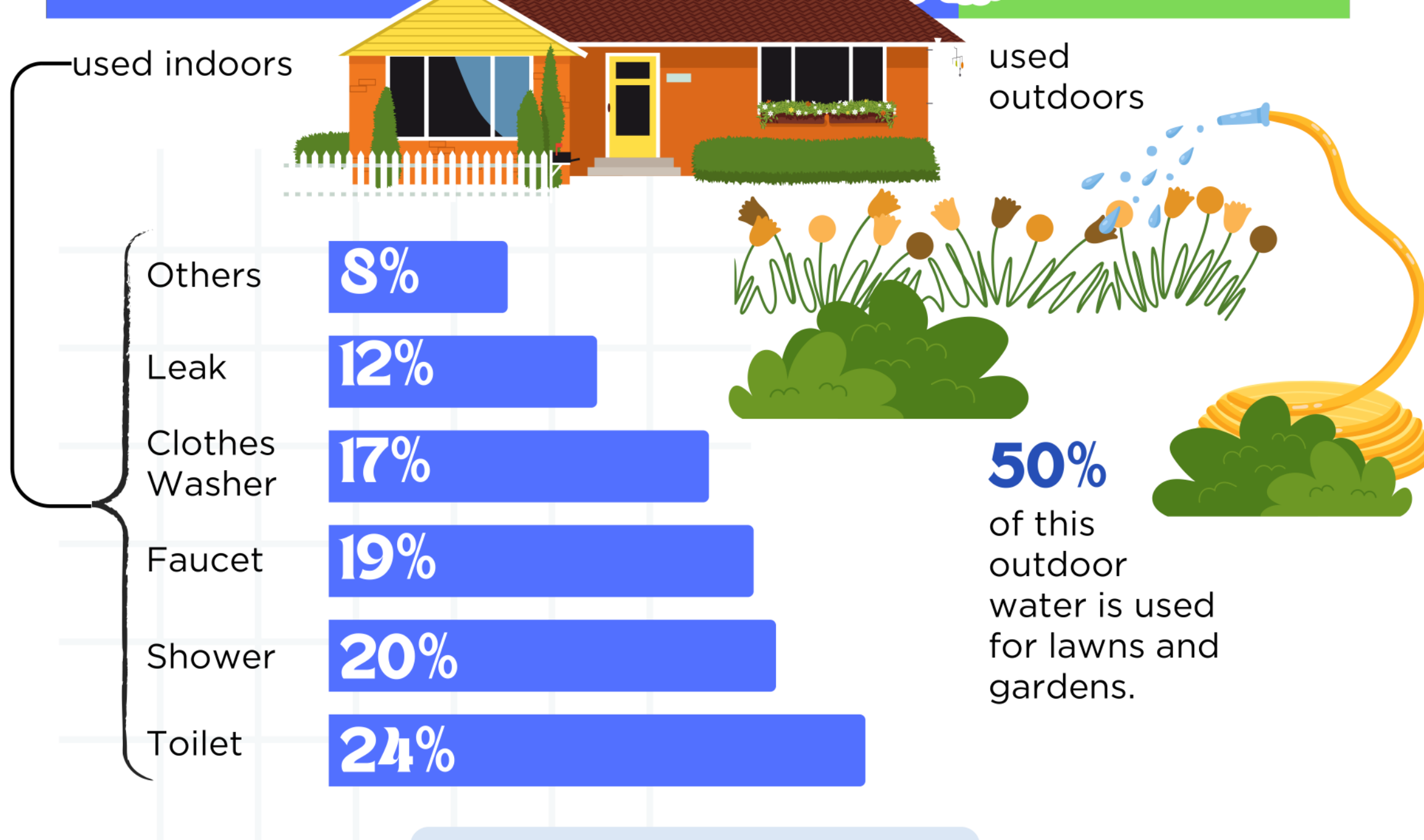
322 BILLION GALLONS
Daily water consumption of America



Daily freshwater consumption of an average american family

WATER OUT..

300 GALLONS



America's Water Crisis

1 WATER POLLUTION



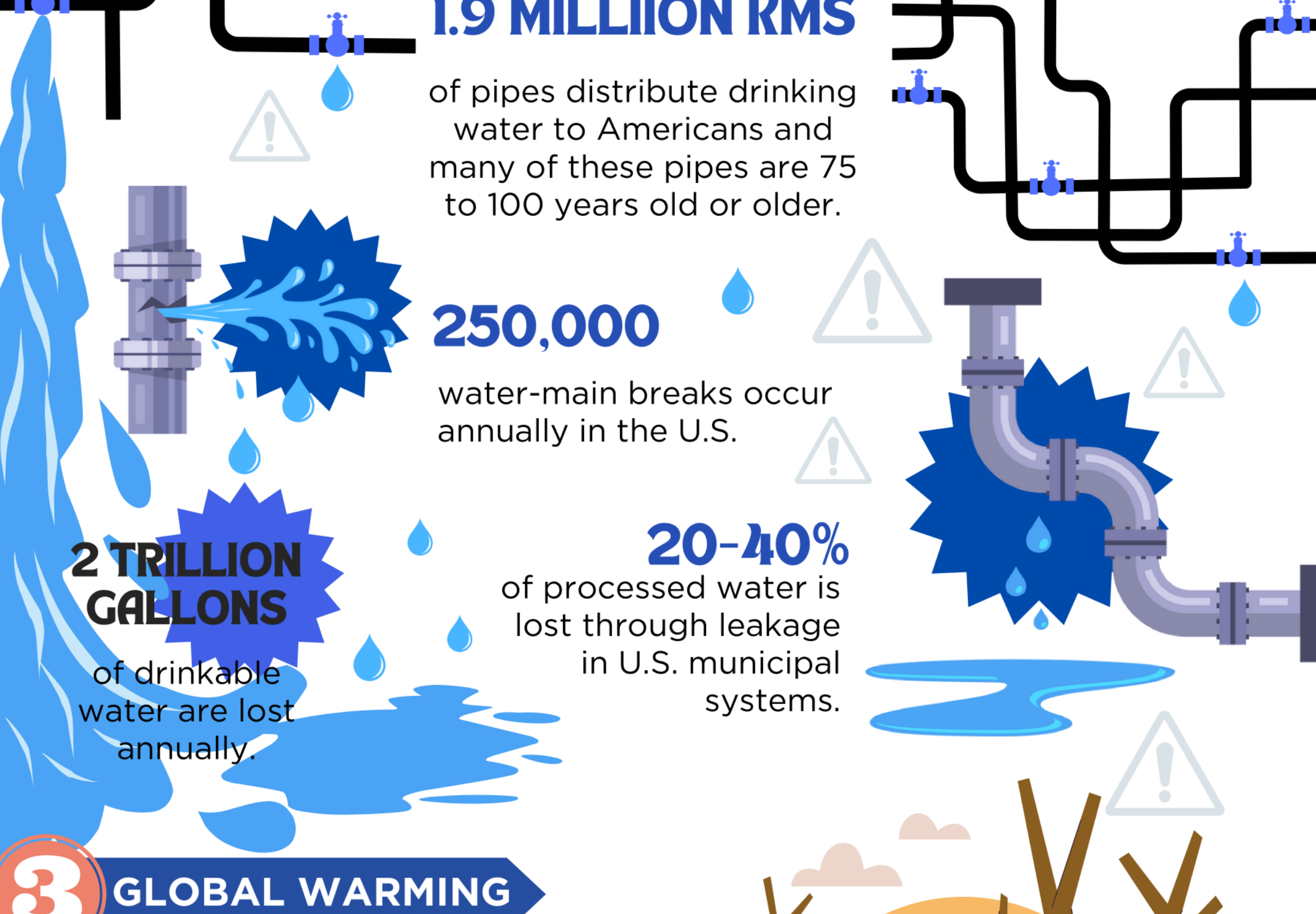
In 2015, the EPA identified fossil-fuel power stations, particularly coal-fired plants, as significant contributors to industrial water pollution, discharging toxic pollutants like mercury, arsenic, and lead into surface waters.

88% of the streams and rivers examined have been found to contain pesticides.

3M GALLONS of toxic wastewater, carrying unsafe levels of heavy metals was released into the river by Gold King Mineworkers in Colorado. Aug 5, 2015

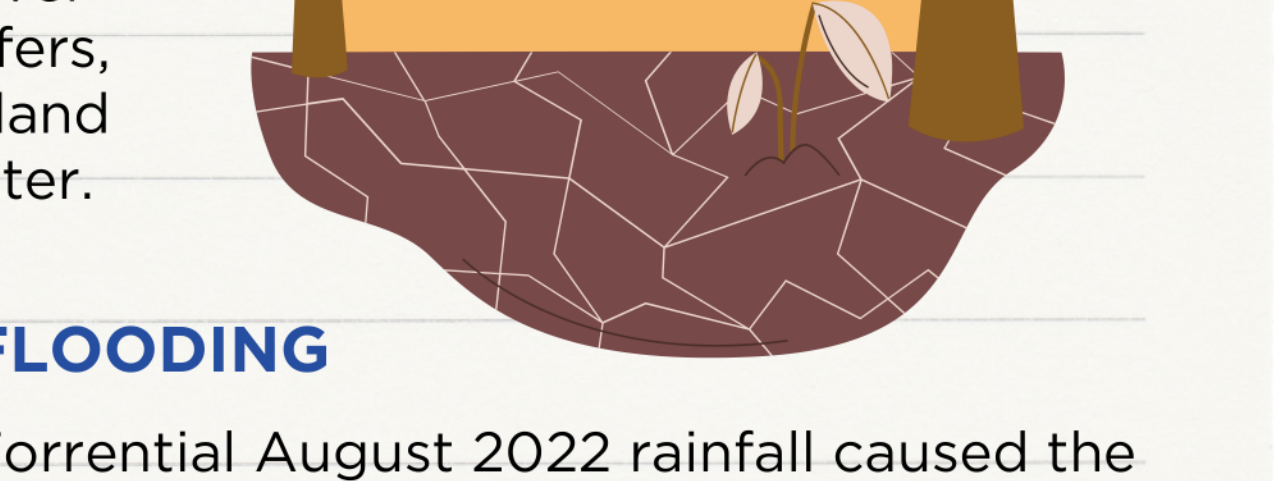


2 AGED WATER PIPES

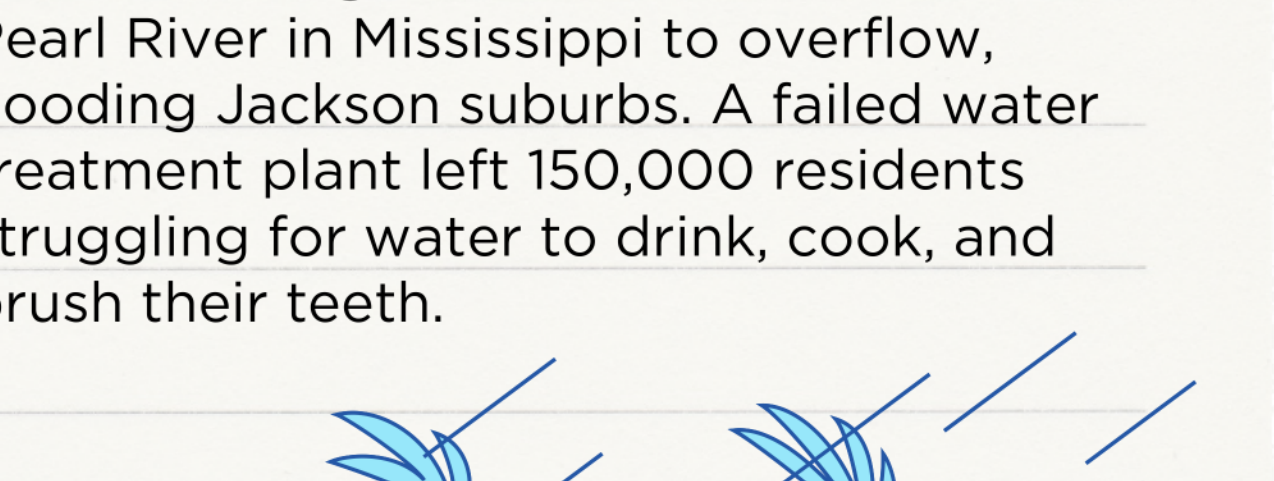


3 GLOBAL WARMING

DROUGHT
During drought in California, water supply is low, and groundwater is over-pumped from coastal aquifers, disrupting the balance between inland freshwater and ocean water.



FLOODING
Torrential August 2022 rainfall caused the Pearl River in Mississippi to overflow, flooding Jackson suburbs. A failed water treatment plant left 150,000 residents struggling for water to drink, cook, and brush their teeth.



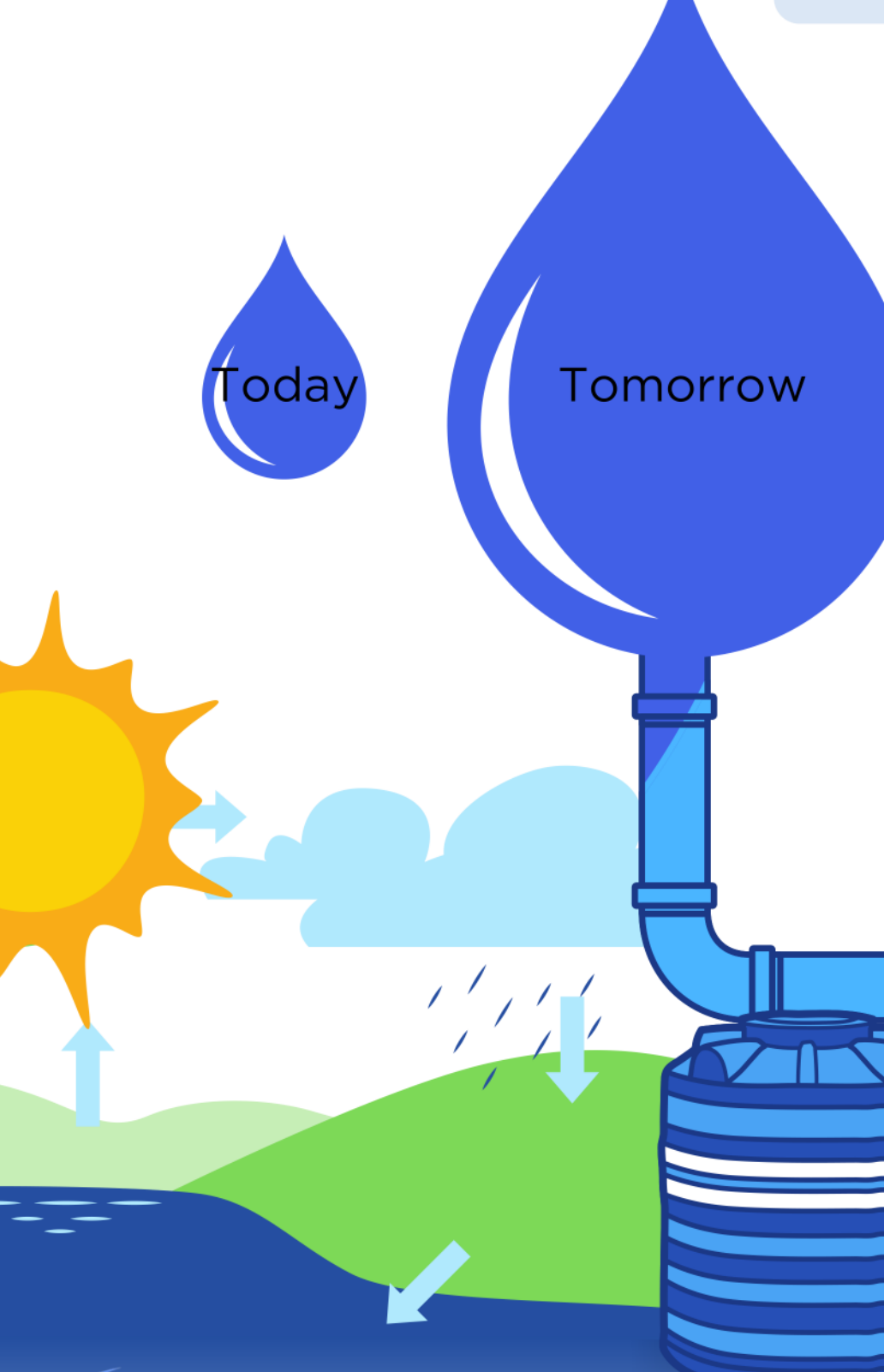
HURRICANES
In Oct 2018, Hurricane Michael, a fierce category 4 storm, toppled Mexico Beach's water tower.
In Sept 2018, 1.4 million North Carolina residents faced a drinking water shortage post-Hurricane Florence.



Global freshwater demand is increasing

3 TIMES BY 2050

Current global water demand is around 4,600 km³ per year and is expected to rise by 20%-30% to reach 5,500 to 6,000 km³ per year by 2050.



Water is a finite resource. No new water is created. So, are you storing enough water?