

Freshwater Fact Sheet

Overview

- Water covers about 70 percent of the Earth's surface, but only three percent is fresh water. The predominant 97 percent is saltwater, unsuitable for drinking or agriculture.
- Only one percent of the world's water is found in our rivers, lakes, streams, aquifers and springs, making it readily available for human consumption.
- Primary water users include domestic and household (10 percent); industrial (20 percent); and agricultural (70 percent).
- The world has a finite amount of fresh water, but if managed properly, there is enough to meet personal, agricultural and industrial needs.

Global water challenges

- 41 percent of the world's human population lives in a river basin under water stress.
- 1.1 billion people lack access to safe drinking water, and 2.6 billion lack adequate sanitation services.
- By 2025, two-thirds of the world's population could be facing serious water shortages.
- It is estimated the effects of climate change, which are expected to be most severe in developing countries, will exacerbate this problem and lead to draughts, rising sea levels and floods.

Business case for water conservation

- Adequate supplies of fresh water are essential to life, health and economic development.
- Flooding and drought, often exacerbated by poor management of river basins, cause billions of dollars of damage to economies and communities.
- On any given day, half the population of the developing world is suffering from water-related diseases, resulting in the loss of 5 billion working days a year.

Conservation issues

- More than half of the world's wetlands have been lost in the last century alone.
- Freshwater species and habitats are among the world's most endangered.
- Dams and river navigation works have dramatically altered the amount, timing, and quality of flows in most major rivers, wreaking havoc on their natural functions.

Overview of WWF's freshwater conservation work

WWF is working globally to:

- Ensure healthy environmental processes in at least 50 river basins and ecoregions
- Protect and sustainably manage 250 million hectares of representative wetlands by 2010
- Promote adoption by government and industry of policies and techniques that conserve life in rivers and reduce poverty for dependent communities

Overview of The Coca-Cola Company's global water stewardship strategy

TCCC is working to become a leader in global water stewardship. The Company's strategy encompasses four elements:

- Plant Performance. Becoming best-in-class at water management – water use efficiency, water quality, and wastewater management
- Watershed Protection. Supporting the protection of watersheds in regions where we operate

- Supporting Community Initiatives. Helping enable access to clean drinking water in underserved communities where we operate
- Global Awareness and Action. Helping mobilize the international community to drive global awareness and action to address water challenges