

South Africa, Cape Town
18 April 2010



RUN FOR WATER

LIVE EARTH



We take it for granted. We waste it.

It is the foundation of life, a basic human need.

The Crisis.....



- Water scarcity affects one in three people on every continent of the globe. The situation is getting worse as needs for water rise along with population growth, urbanization and increases in household and industrial uses.
- Almost one fifth of the world's population (about 1.2 billion people) live in areas where the water is physically scarce. One quarter of the global population also live in developing countries that face water shortages due to a lack of infrastructure to fetch water from rivers and aquifers.
- At any one time, half of the world's hospital beds are occupied by patients suffering from water-borne diseases.
- Over one-third of the world's population has no access to sanitation facilities.
- In developing countries, about 80% of illnesses are linked to poor water and sanitation conditions.
- 1 out of every 4 deaths under the age of 5 worldwide is due to a water-related disease.
- In developing countries, it is common for water collectors, usually women and girls, to have to walk several kilometers every day to fetch water. Once filled, pots and jerry cans weigh as much as 20kg (44lbs).
- **Why we need to act**
- Only 1% of the total water resources on earth are available for human use. While 70% of the world's surface is covered by water, 97.5% of that is salt water. Of the remaining 2.5% that is freshwater, almost 68.7% is frozen in ice caps and glaciers.
- Canada controls about 20% of the earth's fresh water.
- Up to 30% of fresh water supplies are lost due to leakage in developed countries, and in some major cities, losses can run as high as 40% to 70%.
- About 90% of sewage and 70% of industrial wastes in developing countries are discharged into water courses without treatment, often polluting the usable water supply.
- A person living in Sub-Saharan Africa uses about 10-20 (2.6-5.26 gallons) litres of water a day; on average, a Canadian uses 326 litres (86 gallons) a day.





The Project.....

The global water crisis affects all of us. Our planet is facing a global water crisis with close to a billion people living without clean, safe drinking water and predictions that by 2025 2/3 of us will be living in water-stressed areas

This campaign focuses on the sources and impact of the water crisis locally, nationally, and internationally, and the actions individuals can take to effectively address the issue

The Dow Live Earth Run for Water encourages people around the world to **START** solving the problem today, Run/Walk in their area or organize their own Friends of Live Earth event, **GIVE** money to support water projects around the world, and **SAVE** water in homes and communities





DOW

RUN FOR WATER

LIVE EARTH

18 April 2010

6km Run/Walk

100 countries around the world

The Dow Live Earth Run for Water will consist of a series of 6 km run/walks (the average distance many women and children walk every day to secure water) taking place over the course of 24 hours in over 100 countries around the world, featuring concerts and water education activities aimed at igniting a tipping point to help solve the water crisis.





Dow

RUN FOR WATER

LIVE EARTH

We are all involved. It affects us all.....

-
- Chicago, IL
 - Los Angeles, CA
 - Minneapolis, MN
 - New York, NY
 - Washington, D.C.
 - Bermuda
 - British Virgin Islands
 - Buenos Aires, Argentina
 - Rio de Janeiro, Brazil
 - Sao Paulo, Brazil
 - Santo Domingo, Dominican Republic
 - Asuncion, Paraguay
 - Bogota, Colombia
 - Bogota, Chile
 - Panama City, Panama
 - Lima, Peru
 - London, UK
 - Stockholm, Sweden
 - Manchester, UK
 - Milan, Italy
 - Amsterdam, The Netherlands
 - Benin
 - Eldoret, Kenya
 - Cape Town, South Africa
 - Cape Verde
 - Accra, Ghana
 - Dar Es Salaam, Tanzania
 - Lusaka, Zambia
 - Kampala, Uganda
 - Hong Kong, China
 - Singapore City, Singapore
 - Bali, Indonesia
 - Melbourne, Australia





Global Team/Partners

- Live Earth – Live Earth event
- Founding Partner – Dow
- Friends of Events and Water Villages – ignition
- Race Direction – Pacific Sports
- Global PR Agency: GolinHarris
- Entertainment & Broadcast Production – Control Room
- Race Registration, Online Donations – Active.com
- Lead NGO Partner – Global Water Challenge
- Concert Production – Ignite
- Water projects – Akvo.org





South Africa, Cape Town

Dow Live Earth Run for Water, Cape Town:

Date: 18 April 2010

Distance: 6km (average distance women and children walk to get water daily)

Venue: SPIER Wine Estate, Cape Town

Also expect....

Live musical performances after the walk/run

An educational Water Village with Booths and demonstrations from water NGOs and sponsors

Join us and make a difference. Let every step count and help save this precious resource.





The Goal.....

To raise **AWARENESS**

- To Generate **awareness** about water scarcity and its solutions
- To encourage Government and the corporate sector to apply more conservation friendly measures to conserving this precious resource
- To get the public to think about this resources and what would happen if it's not there anymore

To raise **FUNDS**

- Raise funds to support clean, safe drinking water and other water conservation projects

To make a **Difference**

- Inspire as many participants as possible to take part in the events to raise awareness
- To safe water and not waste
- To make small changes in their lifestyles to conserve water





Get involved.....

Local event sponsorship

- Sponsor to be associated with a Global event
- Sponsor to be present on all print and electronic media locally
- Presence on event shirts
- Presence in Water Village
- Presence on race bibs and other venue signage

Raising funds

- Proceeds from the event will go directly to a local charity
- Direct online donations via LiveEarth.org (geo-identified) and ActiveGiving, Akvo.org and Everyday Hero
- Teams & individuals to enter the event (can be used as a team building exercise by taking part in the Jerry can Relay)





Local NGO

Wildlands Conservation Trust

The Wildlands Conservation Trust is a biodiversity conservation organisation working at the interface between conservation and sustainable development. Our aim is to restore and conserve natural ecosystems through the development of innovative socio-economic partnerships. This is based on the premise that healthy natural ecosystems are the platforms on which human wellbeing and the sustainable development of the planet are possible. We have four core projects, but our Indigenous Trees for Life project will benefit from the DOW Live Earth Run for water:

Indigenous Trees for Life,:

Over the past 5 years the we've developed one of South Africa's most exciting and innovative Indigenous Tree propagation and community greening programmes. This programme is rapidly developing into a world class Social Economic and Enterprise Development programme, that promises to provide both a real livelihood option for the ORPHANS and VULNERABLE community members involved in growing trees.

IMAGINE IF ... our poor were able to feed, clothe and educate themselves,
IMAGINE IF ... they were able to do this by growing and selling Indigenous Trees,
IMAGINE IF ... their Trees were used to green their neighbourhoods,
IMAGINE ... the respect and care they would have for our biodiversity, our natural heritage!!





Make Every Step Count!

