

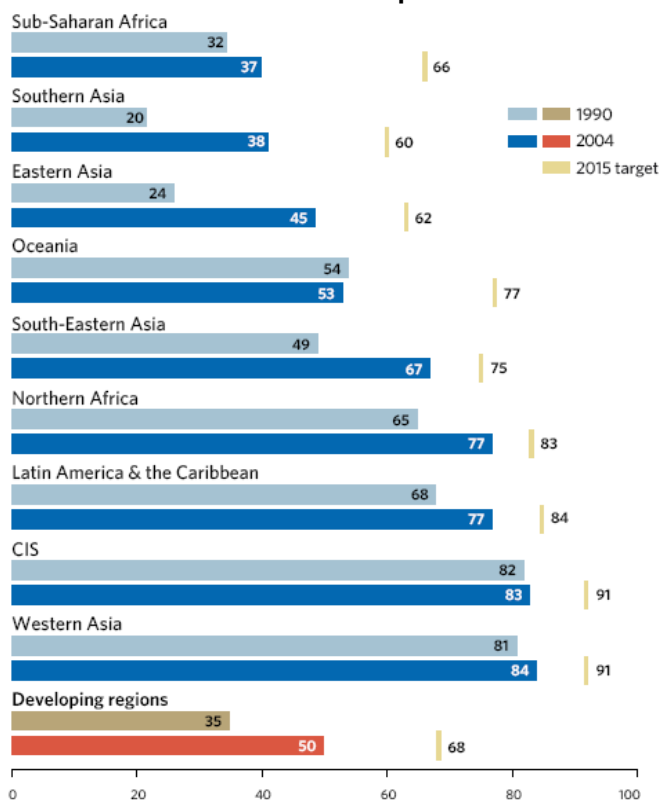


Access

- Over **one billion people do not have access to improved water supply sources**, and nearly two-thirds live in Asia. Over 40% of people in sub-Saharan Africa lack access to improved water.¹

come from **ageing water networks in urban areas; rapid urbanization that exceeds network expansion; people who live in water-stressed areas and pollution from industrialization, agricultural run-off, and lack of sanitation services.**⁶

Percentage of population using improved sanitation, 1990 and 2004 with reference to the 2015 target for the Millennium Development Goal



Source: United Nations. *The Millennium Development Goals Report 2007*.

- Rural populations have less access to basic sanitation.² More than half of the rural population in Sub-Saharan Africa do not have access to an improved source of water.³ Women are usually responsible for the use and management of water resources, sanitation and health within the household.⁴
- Although women and girls spend much time collecting water, their input is rarely sought on decisions about the design and location of water facilities.⁵
- According to the World Resources Institute, the challenges regarding accessibility and affordability

Location matters

- Today one-third of the world's population lives in water-stressed countries,⁷ and **two-thirds of the world's population will be living in water-stressed countries by 2020**, defined as less than 1,700 cubic meters/person annually.⁸ More than half of freshwater resources worldwide are in Latin America (31%) and Asia (27%).⁹
- Even though the majority of the base of the pyramid (BOP) households is rural, BOP water markets tend to be urban. Urban BOP households spend significantly more on water than their rural counterparts.^{10,11} Peri-urban areas, which are frequently located beyond municipal supply networks, have experienced rapid growth.¹²
- Locating water near homes can result in significant improvements in nutrition and health.¹³

Health and sanitation

- Water-related diseases account for **more than 5 million deaths each year**, which is roughly equivalent to 10 times the number of people killed in wars.¹⁴
- At the same time, around **2.3 billion people suffer from diseases stemming from dirty water.**¹⁵
- Nearly 60% of all infant mortality around the world is linked to infectious and parasitic diseases, most of them related to water.¹⁶
- Up to **90% of waste water in developing countries is discharged without treatment.**¹⁷

Water for Development

For business, developing low-cost appropriate mechanisms to provide water to vulnerable, remote populations could open up previously unexplored markets and create livelihoods for local communities.





Notes

(20 June 2007).

¹⁷ United Nations. 2003. Brochure on International Year of Freshwater. <http://www.un.org/events/water/brochure.htm> (11 June 2007)

¹ World Health Organization. November 2004. "Water, Sanitation and Hygiene Links to Health: Facts and Figures."

² Based on data from the *World Development Indicators 2005*. World Bank. http://devdata.worldbank.org/wdi2005/Section1_1_7.htm (13 July 2007)

³ World Bank. 2007. *Atlas of Global Development*.

⁴ United Nations Department of Economic and Social Affairs. April 2004. "A Gender Perspective on Water Resources and Sanitation." http://www.un.org/esa/sustdev/csd/csd13/documents/bgground_2.pdf (13 July 2007)

⁵ United Nations Department of Economic and Social Affairs. April 2004. "A Gender Perspective on Water Resources and Sanitation." http://www.un.org/esa/sustdev/csd/csd13/documents/bgground_2.pdf (13 July 2007)

⁶ World Resources Institute and International Finance Corporation. 2007. The Next 4 Billion: market size and business strategy at the base of the pyramid.

⁷ UNEP. 2003. "Key facts about water." <http://www.unep.org/wed/2003/keyfacts.htm> (28 August 2007)

⁸ World Bank. *Atlas of Global Development*. 2007.

⁹ World Bank. *Atlas of Global Development*. 2007.

¹⁰ World Resources Institute and International Finance Corporation. 2007. The Next 4 Billion: market size and business strategy at the base of the pyramid.

¹¹ The base of the pyramid is defined as those with incomes less than US \$3,000 in local purchasing power.

¹² World Resources Institute and International Finance Corporation. 2007. The Next 4 Billion: market size and business strategy at the base of the pyramid.

¹³ United Nations Department of Economic and Social Affairs. April 2004.

"United Nations. "A Gender Perspective on Water Resources and Sanitation."

http://www.un.org/esa/sustdev/csd/csd13/documents/bgground_2.pdf (13 July 2007).

¹⁴ United Nations. 2003 International Year of Water. Facts and Figures: Water and Health. http://www.wateryear2003.org/en/ev.php-URL_ID=1600&URL_DO=DO_TOPIC&URL_SECTION=201.html

(accessed 20 June 2007).

¹⁵ United Nations. 2003 International Year of Water. Facts and Figures: Water and Health. http://www.wateryear2003.org/en/ev.php-URL_ID=1600&URL_DO=DO_TOPIC&URL_SECTION=201.html

(accessed 20 June 2007).

¹⁶ United Nations. 2003 International Year of Water. Facts and Figures: Water and Health. http://www.wateryear2003.org/en/ev.php-URL_ID=1600&URL_DO=DO_TOPIC&URL_SECTION=201.html