

# MARCH PROGRAM THEME: WATER USAGE

## WORLD WATER DAY

World Water Day, on 22 March every year, is about taking action to tackle the water crisis. Today, 1.8 billion people use a source of drinking water contaminated with feces, putting them at risk of contracting cholera, dysentery, typhoid and polio.



*World Water Day* is coordinated by [UN-Water](#) - the UN's inter-agency collaboration mechanism for all freshwater related issues - in collaboration with governments and partners.

## WHY IS IT IMPORTANT?

The Sustainable Development Goals, launched in 2015, include a target to ensure everyone has access to safe water by 2030, making water a key issue in the fight to eradicate extreme poverty.

## WATER BY THE NUMBERS...

Globally, over 80% of the wastewater generated by society flows back into the ecosystem without being treated or reused. (Sato et al, 2013)

1.8 billion people use a source of drinking water contaminated with faeces, putting them at risk of contracting cholera, dysentery, typhoid and polio. Unsafe water, poor sanitation and hygiene cause around 842,000 deaths each year. (WHO/UNICEF 2014/WHO 2014)

The opportunities from exploiting wastewater as a resource are enormous. Safely managed wastewater is an affordable and sustainable source of water, energy, nutrients and other recoverable materials.

## WORLD WATER DAY 2017 THEME: WASTEWATER

Globally, the vast majority of all the wastewater from our homes, cities, industry and agriculture flows back to nature without being treated or reused - polluting the environment, and losing valuable nutrients and other recoverable materials.

Instead of wasting wastewater, we need to reduce and reuse it. In our homes, we can reuse greywater on our gardens and plots. In our cities, we can treat and reuse wastewater for green spaces. In industry and agriculture, we can treat and recycle discharge for things like cooling systems and irrigation.

## WHAT COULD YOUR WATER EVENT LOOK LIKE?

Start a water-use-reduction campaign in your residence hall!

Take part in the campus-wide water-reduction initiatives!

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EMAIL: [GREENGAMES@UNC.EDU](mailto:GREENGAMES@UNC.EDU) WEBSITE: [GO.UNC.EDU/GREENGAMES](http://GO.UNC.EDU/GREENGAMES)