



present



6 April 2017 | Marco Polo Cebu

Do More with Less Water -
Or are we ready to live without Water?

The famous line of Samuel Taylor Coleridge goes:

*"Water, Water Everywhere,
but not a drop to drink."*

According to statistics, 97% of the earth's water is salt water and only 3% is fresh water. Of this, only 0.3% is on the earth's surface and of this amount 69% of the water is unusable because they are trapped in glaciers.

No doubt water is a finite resource; more so with fresh water. With the current world population at 7.4 billion and the number is growing, it is obvious that population will drive water demand to higher levels. With a growing population comes higher food consumption and with the agriculture sector as the biggest water user, water shortages will impact heavily on agricultural production. Even with processed food, water scarcity is aggravated by the fact that we are eating more water intensive foods such as most animal derived products (i.e. beef, pork, chicken, dairy milk, etc). If we knew just how much water it takes to produce these foods, will we not make changes in our diet or lifestyle to lower the water footprint?

Just how important is water for communities?

Civilizations started without electricity but could not have survived without water. In fact, in early civilization, communities are set up around water bodies for agricultural reasons. Over time, civilizations learned to bring water to them instead of moving themselves to water thus creating big cities which rely on a steady supply of water.

But many cities are not being designed to be water-sensitive thus a lot of water is wasted, polluted and not harnessed well resulting in destructive flooding. Clearly, there is a need for water sensitive urban planning to ensure water supply, address waste water issues and avoid destructive flooding.

While water is clearly important to all of us, it remains to be one of the most neglected natural resource in the whole world. We lack good stewardship of our limited water resources. Statistics show that Americans consume 100,000 gallons per day; Europeans 50,000 gallons per day; and in Sub-Saharan Africa only 5 gallons a day. Every time we consume water we pollute it through agricultural runoffs, industrial discharge, and sewage. We must be fully aware that preserving this life-giving resource is critical to sustaining our future.

As we move to the future, good stewardship of water is essential. The water challenge will escalate unless we collectively take action on how we manage our water resources. It should be remembered that we can live without most of the conveniences we now enjoy but we cannot live without water.

How successful we overcome the water challenges will define how we can sustain our future. It is time to be WATER SMART!

ABOUT THE FORUM



Recognizing that Cebu is faced with unique water challenges, the European Chamber of Commerce of the Philippines (ECCP) in partnership with Metro Cebu Water District (MCWD) is organizing the 2017 edition of the CEBU WATER CHALLENGE forum that would respond to the following water issues in Metro Cebu (and the island-province):

- **Looming water crisis due to:**
 - Saltwater intrusion in Cebu's groundwater.
 - Over extraction of groundwater through privately owned wells
 - Dependability of Cebu on groundwater as source of fresh water.
- **Degenerating water quality due to:**
 - Contamination from residential and industrial waste water through septic tanks and improper disposals
 - No centralized waste water treatment facility
- **Common sewerage system in Cebu to be managed by MCWD**
 - There are political issues affecting the implementation
 - Cebuanos are not willing to pay for their waste water to be treated, a massive information campaign is needed
- **Worsening Flooding Situation**
 - Poor drainage infrastructure
 - Constricted river and creek system due to informal settlers and improper disposal of garbage
 - Lack of adequate catchment basin

OBJECTIVES



To present to the Cebu business community the water situation in Cebu and come up with solution on how the water challenges can be addressed.



To showcase water management solutions through a supplier exhibition during the forum.

TARGET PARTICIPANTS



Cebu Business Community



Property Developers



Architects



Water Districts



Local Government Units/
Government Agencies



Non-government Organizations
with Water-related Projects

SPONSORSHIP PACKAGES

The Water Challenge Forum offers the following sponsorship as well as in kind sponsorships. All the Sponsors will enjoy attractive incentives. **FOR MORE DETAILS, contact Mr. George Genove at (032) 253.3387 or email george.genove@eccp.com**

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Exhibition Space 4sqm (2m x 2m)	2	1	1
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