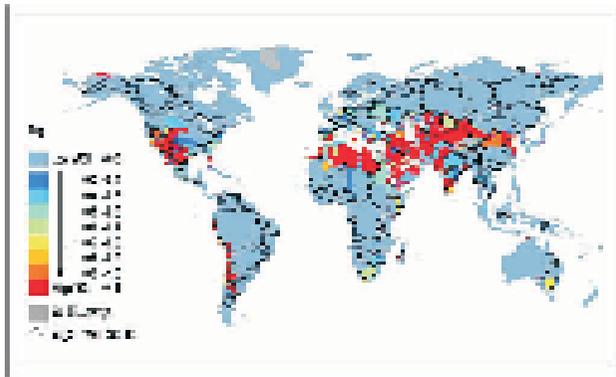


Water Consumption

- ◆ Recommended fair level of domestic water usage is 100 litres per person per day.¹
- ◆ Recommended basic water requirement for person per day is 50 litres
- ◆ But people can get by using only 30 litres: 5 litres for drinking and cooking and 25 litres to maintain hygiene
- ◆ The reality is that millions of people come nowhere near to this estimated amount.

The Millennium Development Goal (MDG)
Goal 7: Ensure Environmental Sustainability
Target 10 :Halve by 2015 the proportion of people without sustainable access to safe drinking water and basic sanitation

- ◆ According to the MDG, reasonable access is defined as the availability of at least 20 liters a person a day from a source within one kilometer of the dwelling.²
- ◆ In Malaysia, an average person now uses at least **300 litres** of water per day and in urban areas, the usage of water is about **500 litres** per person per day.³



In 2000, it was reported that there were 3.75 billion people in 80 countries getting lesser than 20 or 50 litres of water per day. The chart indicates the level of scarcity in some countries.⁴

These information show that there is a great need for Malaysians to understand the global scenario and start conserving water.

Water Conservation Begins At Home by:

- ◆ Managing and using water efficiently at household level
- ◆ Creating awareness and consumer education on water usage by gauging the daily water consumption level and identifying water wasting activities
- ◆ Simple recycling and reuse methods which includes Grey Water Reuse e.g. water used to wash vegetables and fruits to be used in watering the plants
- ◆ Installing an affordable and simple alternative, such as a rainwater harvesting system. The water collected should be used for non-potable usages



Implementation of water conservation techniques into our daily lives will enable our future generation to have access to clean water. **The focus should be on the demand management (conservation by consumers) rather than supply management (Utilization of new resources)**

Conserving Water doesn't require a Major Challenge in Lifestyle. It's Just a Matter of Using Good Common Sense!

For more information, visit the below websites:

- www.ktak.gov.my
- www.fomca.org.my
- http://www.ecokids.ca/pub/eco_info/topics/water/water/index.cfm
- <http://www.bewatersmart.net/links.html>

1 State of Water Population 2001, United Nation Population Fund
2 World Health Organization and United Nations Children's Fund, Global Water Supply and Sanitation Assessment 2000 Report
3 Peter Gleick et al, *The World's Water 2002-2003* (Island Press 2002)
4 Malaysian Water Industry Guide 2004

Start Saving Stop Wasting



The United Nations General Assembly proclaimed the period of 2005 to 2015 as the International Decade for Action with the theme "Water For Life".

NATIONAL WATER CONSERVATION CAMPAIGN

JULY 2006 – JUNE 2008



MINISTRY OF ENERGY, WATER
AND COMMUNICATIONS (MEWC)

with



FEDERATION OF MALAYSIAN
CONSUMERS ASSOCIATIONS
(FOMCA)

Water as we know is a basic requirement for human life. As the population grows and water resources are finite, it further faces increased demand and competition among users.

In 1992, The United Nations General Assembly designated 22nd March every year as the "WORLD WATER DAY"

The Ministry of Energy, Water & Communications (MEWC) jointly with FOMCA is conducting a National Water Conservation Campaign for the period from July 2006 – June 2008.

The target of the campaign is to achieve a 10% reduction of water consumed by domestic water users by the year 2008.

Aim of the Campaign

- ◆ To disseminate information on the current state of water resources and the need to conserve water.
- ◆ Increasing consumer awareness to reduce water wastage in Malaysia
- ◆ To equip members of the community to become self-sufficient in water.
- ◆ To advocate for sustainable water consumption, water conservation, pollution reduction and water resource preservation to water stakeholders in the country.

Activities that will be conducted through out the campaign are:-

1. Consumer Education and Information
2. Consumer Training and Capacity Building on Sustainable Water Consumption
3. Study on Domestic Water Consumption Patterns in Malaysia
4. Methods of Water Conservation: Evaluating the use of rainwater harvesting and other alternatives in Malaysia
5. Annual Celebration of World Water Day

Water and Human Body

- ◆ You can survive about a month without food, but only 5 to 7 days without water.
- ◆ 65-70% of a human body is water.
- ◆ 75% of the human brain is water.
- ◆ Water in human body is used for ;
 - Body nutrient transportation system
 - Lubricant to defend against shock
 - Regulating the body temperature



Do You Know?

- ◆ There is the same amount of water on Earth today as there was 3 billion years ago.
- ◆ Seventy-five percent of a living tree is water.
- ◆ Two-thirds of the water consumed in an average home is used in the bathroom.
- ◆ Typically 4 to 6 gallons of water are used for every toilet flush.
- ◆ About 6,800 gallons of water is required to grow a day's food for a family of four.
- ◆ Each day almost 10,000 children under the age of 5 in the Third World countries die as a result of illnesses contracted through use of impure and unsafe water.

How Much Water Do We Have?

Water covers nearly 3/4 of the earth's surface.

The earth's total allotment of water has a volume of about 344 million cubic miles. Of this:

- ◆ 315 million cubic miles (93%) is sea water!
- ◆ 9 million cubic miles (2.5%) is in aquifers deep below the earth's surface.
- ◆ 7 million cubic miles (2%) is frozen in polar ice caps.
- ◆ 53,000 cubic miles of water passes through the planet's lakes and streams.
- ◆ 4,000 cubic miles of water is atmospheric moisture.
- ◆ 3,400 cubic miles of water are locked within the bodies of living things.



3% of the water on Earth is freshwater and only 1 % is available for human consumption.

THEREFORE

If all the earth's water fits in a gallon jug, available fresh water would equal to just over a tablespoon.