

Water Consumption

- ◆ Recommended fair level of domestic water usage is 100 litres per person perday.¹
- ◆ Recommended very basic water requirement for per person per day is 50 litres
- ◆ But people can get by using only 30 litres: 5litres for drinking and cooking and 25 litres to maintain hygiene
- ◆ The reality is that millions of people come nowhere near to this estimated amount.
- ◆ 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 over **300 litres** of water per day and in urban areas the usage is about **500 litres** per person per day.

In 2000, there 3.75 billion people in 80 countries getting lesser than 20 or 50 litres of water. The table below indicates the level of scarcity in some countries of the world.³



Populations using the least amount of water³

Country	Litres of water used per person per day
Gambia	4.5
Mali	8.0
Somalia	8.9
Mozambique	9.3
Uganda	9.3
Cambodia	9.5
Tanzania	10.1

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

Water Conservation Begins At Home:

Efficient Usage of Water in household

- ◆ Awareness and consumer education on water usage
- ◆ Recycling and reuse methods
- ◆ Rain Water harvesting / Grey water reuse

We must rethink our relationship with water, taking into consideration the availability, management and utilization of this resource. Implementation of water conservation techniques into our daily lives will enable further generations to have access to clean water.



The focus should be on 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!

- 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)

Water and You

WATER CONSERVATION CAMPAIGN
APRIL 2006 – APRIL 2008



Flash News: The United Nations General Assembly proclaims the period from 2005 to 2015 as the International Decade for Action beginning 22nd March 2005 with the theme "Water For Life".



MINISTRY OF ENERGY, WATER AND COMMUNICATIONS

with



FEDERATION OF MALAYSIAN CONSUMERS ASSOCIATIONS

Water is a basic requirement of human life yet water resources are facing increasing demands and competition among users. In 1992, The United Nations General Assembly designated 22nd March every year as the "WORLD DAY FOR WATER"

This year, the MVEC in collaborations with FOMCA will hold a Water Conservation Campaign for the period from April 2006 – April 2008.

This campaign is targeted in achieving several objectives as below:

- ◆ To disseminate information on the current state of water resources and the needs to conserve water.
- ◆ Creating consumer awareness to reduce water loss in Malaysia
- ◆ To equip members of community to become self-sufficient.
- ◆ To advocate water conservation, pollution reduction and water resources preservation to relevant water players of the country.

Activities through out the campaign

1. Consumer Education and Information
2. Consumer Training and Capacity Building
3. Research on Domestic Water Consumption Pattern
4. National Case Study on Rain Water Harvesting
5. Celebration of World Water Day

Water and Human Body

- ◆ You could 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
 - Assisting the biochemical reactions
 - 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 used 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 Third World countries die as a result of illnesses contracted by use of impure water.

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

How Much Water 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 pass 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 fit in a gallon jug, available fresh water would equal just over a tablespoon.