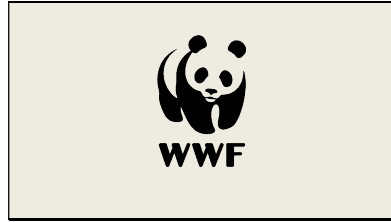
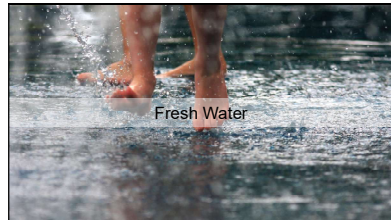


Slide 1

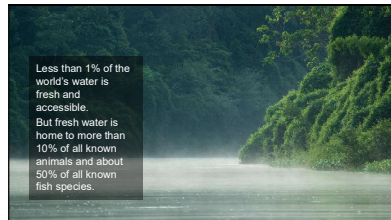


Slide 2



All life needs water. It is the world's most precious resource, fueling everything from the food you eat, to the clothes you wear, to the energy you depend upon every day. Water is just as critical to nature and wildlife.

Slide 3



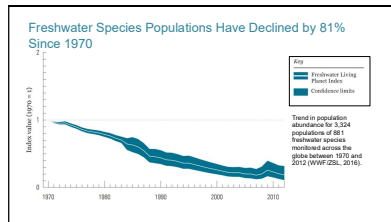
While nearly 70% of the world is covered in water, only about 2.5% is fresh—not saline or ocean. And most of that 2.5% is inaccessible, frozen in glaciers or snowpack.

Slide 4



This incredibly scarce resource is also threatened. Climate change is leaving us hotter and drier, and adding instability to weather patterns that we rely upon. At the same time there are more people using more water. As we manufacture more goods and produce more energy, we're using water faster than it can be replenished.

Slide 5



Our use of fresh water also has devastating consequences for the environment and nature. WWF's 2016 Living Planet Report found that freshwater species populations have declined by 81% since 1970. Compare that to land-based populations, which have declined 38% in the same time period.

Slide 6



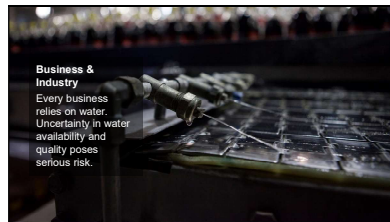
WWF is working to maintain or improve the health of the world's most critical basins by 2025. We do this by bringing all actors together to make sure we manage resources wisely, ensuring there's enough fresh water for what's most important.

Slide 7



Globally, agriculture uses the highest percentage of freshwater, accounting for about 70% of total water withdrawals. Most of the water goes to irrigation. As the planet's population increases and we consume more, global demand for food –and subsequently, water--will increase.

Slide 8



Nearly every business is water-dependent in one way or another. Issues of water scarcity and poor water quality have significant and growing social, environmental and economic consequences. And although water risk is rising quickly on the agenda of business and investors, many businesses are just beginning to understand what fresh water means to them, their profits, and their company's long-term viability.

Slide 9

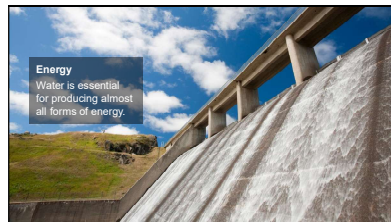


Clean, fresh water is an essential ingredient for a healthy human life, but 1.1 billion people lack access to water and 2.4 billion don't have adequate sanitation. Diseases caused by unsafe water and inadequate sanitation kill more people every year than all forms of violence, including war.

The situation is predicted to get worse: by 2025, two-thirds of the world's population may be facing water shortages.

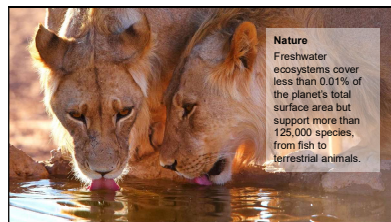
Sustainable access to fresh water and sanitation leads to healthier people and economic growth.

Slide 10



Energy and water are interdependent. Energy is required for pumping, storing, transporting and treating water, and water is essential for producing almost all kinds of energy. While the role of water in hydropower is obvious, water also irrigates biofuels, plays an essential role in fracking, and cools thermoelectric power plants like coal, nuclear, natural gas, and oil.

Slide 11



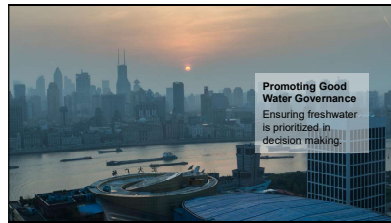
Freshwater ecosystems cover less than 0.01% of the planet's total surface area but they support more than 125,000 species, from fish to terrestrial animals. These ecosystems also help to regulate the temperature of the land and sea, creating clouds and affecting the weather, transporting nutrients and minerals, and keeping nature clean and healthy by dissolving pollutants and sediment run off. However, more than half of the world's wetlands have disappeared since 1900, and fewer than 70 of the world's 177 longest

rivers remain free of man-made obstructions.

Slide 12



Slide 13



WWF seeks to change how water is managed around the world. We encourage states relying on the same river to coordinate better and allocate resources fairly. We also push governments and others to prioritize freshwater resources, to ensure that freshwater ecosystem integrity is considered in decision making processes.

Slide 14



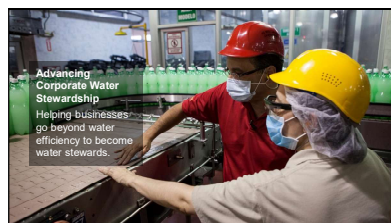
WWF embraces a holistic basin-wide approach to address the variety of threats to fresh water. We work on the ground in key rivers basins around the world, supporting responsible water use and infrastructure, and testing and implementing innovative solutions. We also seek to develop and share tools, techniques and knowledge globally.

Slide 15



WWF has collaborated with local stakeholders and governments in critical river basins around the world to assess climate change vulnerability and plan interventions. WWF has also engaged institutional partners to investigate how to most effectively adapt to climate change. By both working in the field, where many impacts of climate change are already evident, we hope to safeguard a future where both human and environmental needs are met.

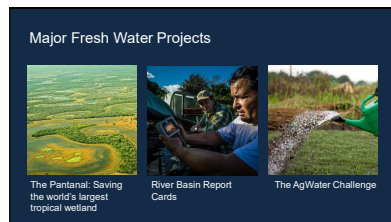
Slide 16



We believe businesses can help us solve the world's water problems. WWF helps governments, companies, investors, communities and others understand their water footprints and water-related risks. More importantly, we help our partners go beyond adopting water efficiency practices to becoming better water stewards. Water stewardship requires collaboration with all levels of government, local communities, and other industries in a basin—sometimes even competitors—to ultimately change how water is

governed. We challenge businesses to think differently about water and to help us accelerate stewardship efforts because it's good for business, it's good for people, and it's good for nature.

Slide 17



WWF is engaged in projects to protect fresh water resources around the world. These are just a few examples.

The Pantanal: Saving the world's largest tropical wetland - Recognizing the global importance of the Pantanal and the scale of the challenges it faces, WWF is working with Bolivia, Brazil, in a transboundary effort to conserve and sustainably develop the world's largest tropical wetland.

River Basin Report Cards - WWF, the University of Maryland Center for Environmental Science, and several local partners are working to create a series of report cards to assess and monitor river basin health. The first, evaluating the Orinoco river in Colombia, was released in 2016.

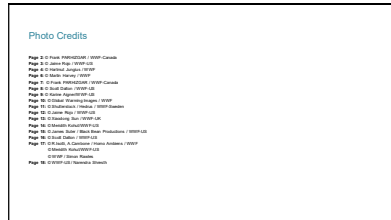
The AgWater Challenge - WWF and CERES created the AgWater Challenge to engage leading food and beverage companies and protect fresh water resources in agricultural supply chains.

Slide 18



Visit the World Wildlife website to learn more about how we're working to conserve water for people and nature.

Slide 19



Slide 20

