

THE IMPORTANCE OF WATER

TO SOCIETY, ECOSYSTEMS, SAFETY AND ENVIRONMENT



SOCIETY

Water is at the core of sustainable development for many industries. It's the driving force behind food production through agriculture and livestock needs, hydroelectric energy production, transportation and tourism.

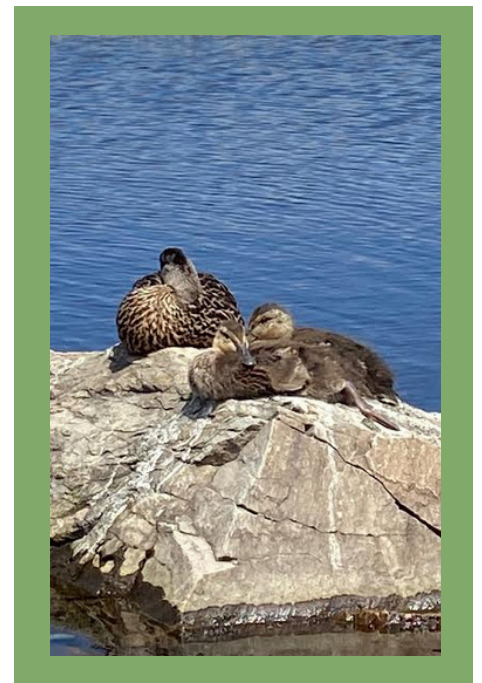


ECOSYSTEMS

Water sources such as oceans, rivers, lakes and wetlands support much of Earth's biodiversity, providing habitats for countless species of plants and animals. Scientists estimate that around 50% of Earth's global oxygen production is produced by aquatic plants, algae, and microscopic phytoplankton.

WHY IS WATER SO IMPORTANT?

Water is the foundation for all life on Earth and it is vital to our food production, health, community well-being, our livelihoods and recreation. The human body depends on water and in fact averages around 60% water composition. Similarly, our society, ecosystems, safety, and environment are much dependent on water to thrive.

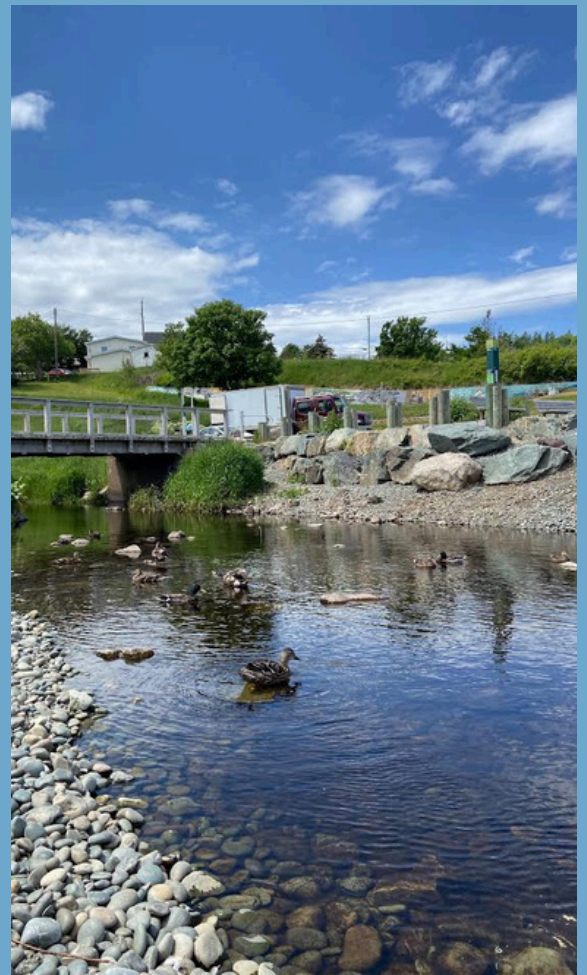


SAFETY

- Access to clean drinking water prevents dehydration and the spread of waterborne illnesses by facilitating proper hygiene and sanitation.
- Water is a critical resource during wildfire season for firefighting efforts, fire prevention and to provide clean drinking water to those affected by fires.

ENVIRONMENT

- Wetlands such as bogs, marshes, swamps are highly effective at trapping carbon from the atmosphere, helping to lower global greenhouse gas emissions.
- Wetlands also serve as a buffer against extreme weather events, as they serve as a natural barrier against storm surges and absorb excess precipitation to prevent flooding.
- All water sources on Earth are connected and replenished through the global hydrological cycle, which contributes to weather patterns.



Newfoundland and Labrador has the highest per capita use of potable water in Canada, around 2.5 times the national average!

