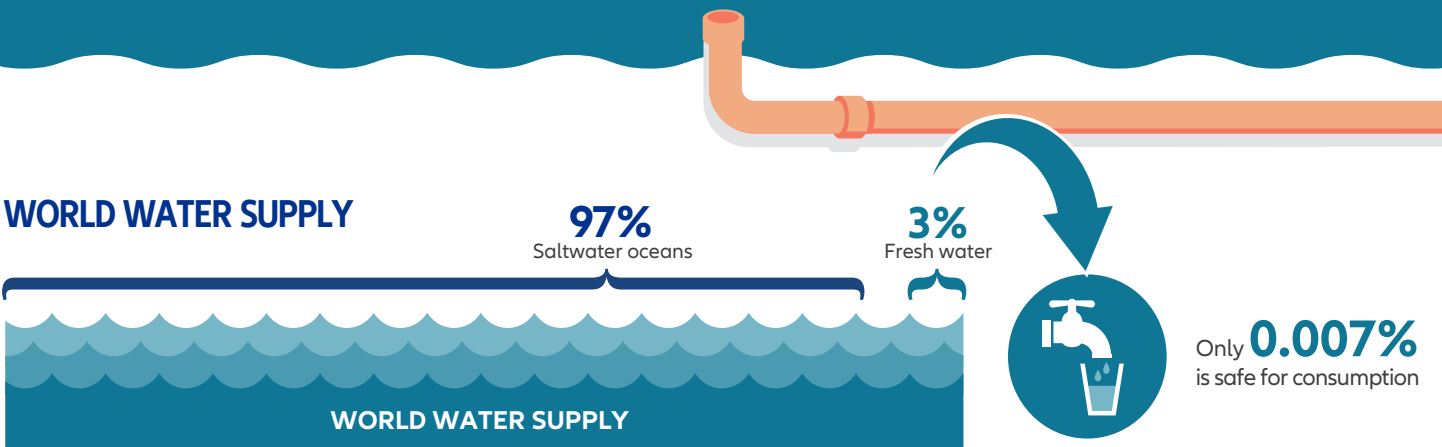


RISING TIDE

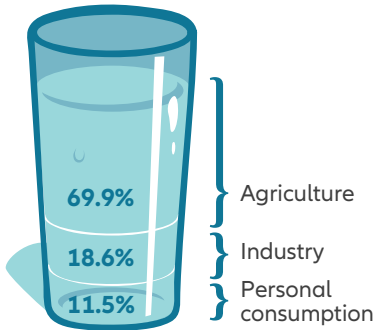
Active is: investing in sustainable water solutions for the future.

Why clean-water investing is poised for a huge wave of growth and how you can ride it.



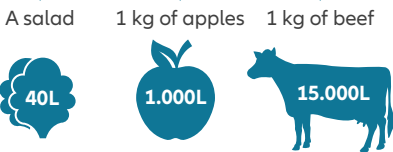
HIGH DEMAND

WATER USAGE ¹



AGRICULTURE: Farming is water intensive. Current trends have further boosted demand.²

How much water (Litres) is needed to produce?



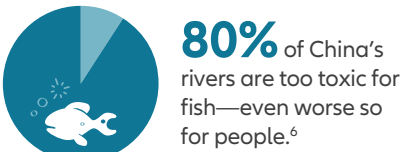
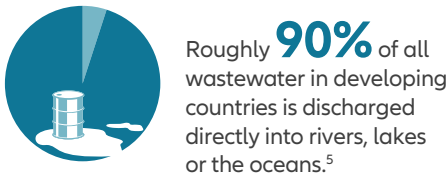
POPULATION: In 2050, the population is expected to grow by 2.4 billion people.³

Of the 2.4 billion, how many are estimated to be from developing countries?



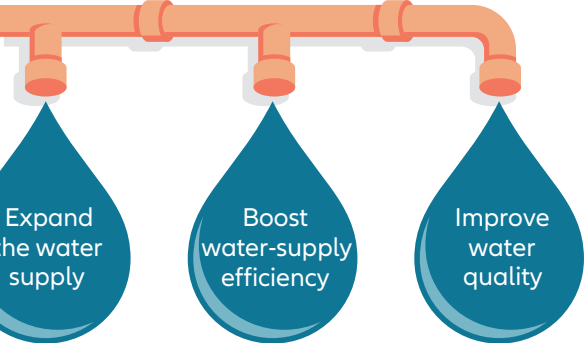
URBANIZATION: By 2050, 7 out of every 10 people will live in an urban area.⁴

WHAT'S WRONG WITH THE WATER?

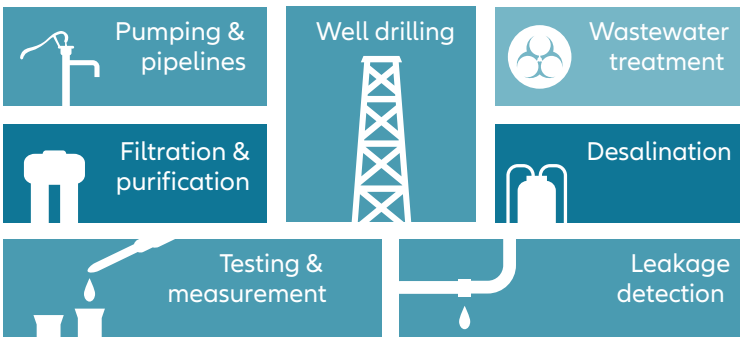


\$655 billion Dollars in water infrastructure is needed over the next 20 years to keep pace with projected investment needs.⁷

WHAT CAN BE DONE?



WAYS TO INVEST



Sources:

¹ Food and Agriculture Organization, AQUASTAT data, 2015. ² Water Footprint Network ³ United Nations ⁴ World Health Organization ⁵ www.Unep.org ⁶ UNDP Human Development Report; Beyond scarcity: Power, poverty and the global water crisis, Nov. 9, 2006 ⁷ www.EPA.gov

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