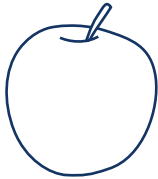


are you for love of water?

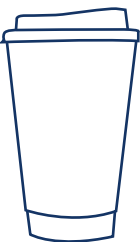
Virtual Water...
the amount of water used
to create a product



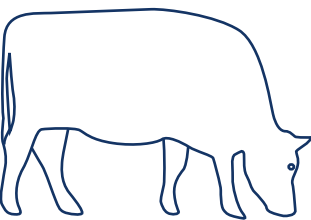
70 litres
for one apple

One glass of
apple juice =
190 litres of water

Using eco-friendly cleaning products and
purchasing organic food you help
keep our water clean



140 litres
for 1 cup of coffee



15 500 litres
per kg of beef
2400 litres for
one hamburger

Plant indigenous!

Indigenous plants
do not need to
be watered as
often as exotic
plants and
they should
survive long
periods

Fresh water
ecosystems have
been severely degraded:
it is estimated that about
1/2 the world's
wetlands
have been lost

Put a bucket in the shower to catch
water: The water that you collect can be
used to water your plants or garden

It is better to
shower
than to bath,
it reduces water use by up to
99%

Don't forget to visit
the website for more
water saving tips
and other useful
water facts &
information!

Use a
rainwater tank
to harvest
rainwater
for use in your
garden and to wash
your car

Treat yourself
Treat your water
Using sound technology,
Tri-vortex
improves quality & taste.
www.trivortex.co.za



Flow

for love of water™

South Africa is the World's 30th driest country

There are 1.1 billion people,
or 18% of the world's population,
who lack access to
safe drinking water

Water use increased
six-fold during the 20th
Century, more than
twice the rate of
population growth

While 70% of the
world's surface is
covered by water,
97.5% of that is salt
water.

Of the remaining 2.5%
that is freshwater,
almost 68.7% is
frozen in ice caps
and glaciers

use less plastic please!

Check out the plastic island in the Pacific:
www.plasticisland.org

It is estimated that every year
56000 tonnes of plastic
will land on landfills and in the
ocean as most people do not

recycle plastic

water
consumption
in industrialized countries
runs as high as
380
litres/capita/day
in the United States
in developing countries
20-30 litres/capita/day are
considered enough to
meet basic human needs



I **promise** to respect water as a source of life,
To be mindful of how I use water
And to preserve our water sources
I am for love of water.

Become part of the community make the
flow promise and share how you are **for love
of water** www.forloveofwater.co.za/promise

We are 70% water and so is the earth.
If we respect water
we respect
ourselves, others and the planet

Bottled water
on average
costs more than
petrol

TOP 5 TIPS

- ♥ turn of the tap while
soaping hands and
brushing teeth
- ♥ take shorter showers
and use less water if
you bath
- ♥ avoid buying bottled
water
- ♥ use eco friendly soaps
and cleaning products
- ♥ fix leaks at home and
report public water
leaks to the municipality

drinkwater

3 litres of water is required to
produce a 1 liter plastic bottle
c o n t a i n e r

1%

Less than 1% of all
the water on the
Earth is clean and
safe to drink

drink

In most cases tap water and bottled water come from
the same sources

Amount of water used,
per day,
to irrigate the world's golf courses is
9.4 billion litres

Help
create
access to
safe
drinking
water
for all
www.flow.org.za

www.forloveofwater.org.za