

Industrial Effects

On Water Scarcity

93 billion Cubic Metres

→ The amount of water the textile industry uses per year. That's **4%** of global freshwater withdrawals.

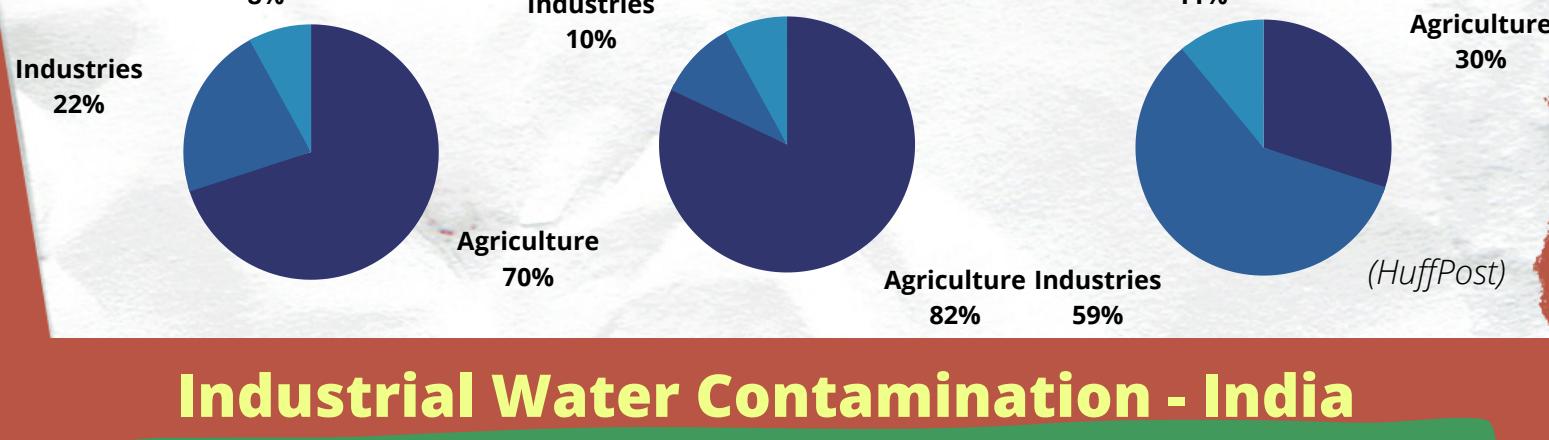


The Conscious Challenge

Plasma Technology by GRINP, an Italian Company

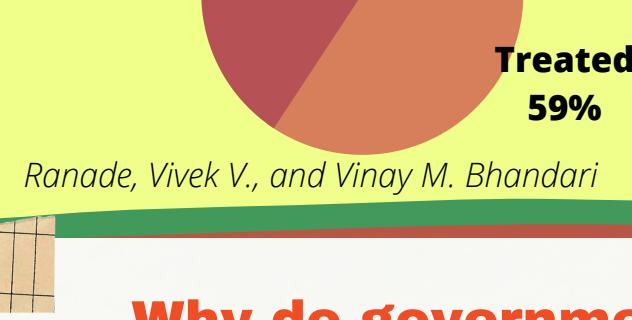
What Industrial Factors Contribute to Water Scarcity?

World Water Use



Industrial Water Contamination - India

Industrial Wastewater



Ranade, Vivek V., and Vinay M. Bhandari



Why do governments disregard water sustainability?

Profits over environment.

Freshwater-scarce cities artificially lower water prices to attract industry.



Freshwater price (USD/m³)

	Freshwater price (USD/m³)
	Riyadh \$0.04
	Cairo \$0.08
	Beijing \$0.83

(Tiseo, Ian)

End the race to the bottom.

It is up for industrialized countries to price water reasonably to reflect local water scarcity and put sustainability over short-term profit.