

## WaterAPProval Elevator Pitch

Available on: [https://www.youtube.com/watch?v=kHbYwKZ56fw&ab\\_channel=LauraSchiatti](https://www.youtube.com/watch?v=kHbYwKZ56fw&ab_channel=LauraSchiatti)

Water is one of the most important elements on Earth, indeed water covers around 70% of the Earth's surface and we all know that it's essential for our daily activities. But, is it clean the water we have access to?.

We're not sure, because we need **real data about the quality of the water to be** able to say something about it.

### Monitoring water is important

- to identify possible water quality issues that affect species in the region.
- But also because the ecosystemic services may be compromised => it can affect the varied benefits to humans gifted by the natural environment.

### Having data is useful because

- We can check whether it is safe to drink tap water
- The industries can check whether it's safe to use the water supplied by the closest water bodies for their production processes.
- and of course .. it is useful even to know whether it is safe to take a swim on a hot day?

Here's when **WaterAPProval** comes into play ⇒ it is a mobile application that provides reliable and freely available information on physicochemical characteristics of the water bodies of a city. To start with we have the city of Cartagena de Indias, Colombia.