



Could Canada Solve the World's Water Crisis?

With the global population expected to reach nine billion by 2050 and water spending expected to reach \$1 trillion a year by 2020, Canada should invest heavily in the water sector to become a world-leading water solutions country. Home to one of the greatest freshwater supplies on the planet, Canada is well positioned to capitalize on global demand and play a significant role in developing—and profiting from—clean and smart solutions for the impending global water crisis. This is the main finding from *Canada as the Water Solutions Country*, a report by the Blue Economy Initiative, which identifies opportunities for watersmart Canadian businesses to prosper in a water-scarce world.

Issues explored

- How do we develop innovative technologies with global applications while also ensuring high-quality water for all Canadians?
- What are the world's future water needs? What opportunities does Canada have when it comes to managing water loss, improving agricultural water use, and developing ways to harvest rainwater?
- How can Canada attract foreign investment and jobs while also competing with the United States?
- What strategies and tools should be used to nurture and grow Canadian water companies into major global players?
- How can Canada strengthen its water research capability?

About the author: David Crane is a journalist, a director of Technology Evaluation in the Networks of Centres of Excellence and a member of the Advisory Committee of the Canada-United States Law Institute.

More than 2.3 billion people are projected to experience “**severe water stress**” by 2050.



Worldwide municipal water demand will **increase 40%** by 2025.



Adding **two billion more people** to the world's population by 2050 will challenge our ability to manage and restore natural assets.



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The world economy is projected to nearly **quadruple** by 2050.



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Canada as the Water Solutions Country includes a nine-part strategy for achieving a successful water future in Canada while developing new technologies and solutions that will benefit the world.