

## Fact Sheet

# 50 Liter Home Coalition

The 50 Liter (50L) Home Coalition is a global, action-orientated, multi-stakeholder platform that brings together private and public organizations, policymakers, research organizations, cities and citizens to address two of the world's most pressing global challenges: water security and climate change. This unprecedented collaborative effort aims to re-invent the future of water by making **50 liters of daily water use per person feel like 500**.

The Coalition's inception was inspired by Cape Town, South Africa's response to a major drought and the looming prospect of "Day-Zero," the day that the city would be forced to turn off water service to all of its citizens, in 2017-2018. Cape Town residents had to significantly reduce their water use at home to only 50 liters per person per day. Other cities all over the world are facing a similar threat of "Day Zero" conditions due to severe water scarcity.

Spearheaded and co-chaired by Procter & Gamble and convened by the World Economic Forum, the 2030 Water Resources Group and the World Business Council for Sustainable Development, the 50L Home Coalition is led by a pioneering group of private sector, public sector and civil society representatives, including Arcadis, Electrolux, Engie, Kohler and Suez.

### The Challenge

- Fourteen of 20 of the world's largest cities are already experiencing water scarcity.
- Two-thirds of the global population is projected to live in water-stressed areas by 2025.
- Despite the growing threat of water scarcity, the average daily consumption of water per person per household is up to 500 liters in some developed countries.
- Nearly 60% of the global population is expected to live in cities by 2030, and this figure continues to grow.
- Water usage is responsible for approximately 16% of energy consumption in the home.

### The Opportunity

Increasing household water efficiency reduces at-home energy consumption which, in turn, decreases greenhouse gas (GHG) emissions. This opportunity to address climate change by tackling the urban water crisis is at the heart of the 50L Home Coalition, which envisions a future where companies, policymakers, technology innovators, research organizations and communities unite to:

- Provide homes in cities with access to affordable and safe water, used responsibly.
- Reinvent urban systems to drive resource efficiency and circular residential economy solutions.
- Make 50 liters of daily water use per person an irresistible aspiration for all.

- Create a shared understanding of responsible and joyful water consumption in the home.
- Realize household water efficiency co-benefits, especially reduced energy consumption.
- Pave the way for the complete decarbonization of the building sector, with 100% electrified water heating from clean energy sources.

### The Approach

The 50L Home Coalition is collaborating to accelerate progress for the following United Nations Sustainable Development Goals: 6 (clean water and sanitation), 12 (responsible consumption and production) and 13 (climate action).

The Coalition's multi-stakeholder collaboration activities are focused on four main objectives:

- **Educate:** Reshape people's relationship with water to inspire and enable daily behavioral lifestyle changes.
- **Innovate:** Advance solutions to address water efficiency, recycling and reuse in the home and within the wider urban water system.
- **Advocate:** Advance policy, regulatory and industry framework changes to transform at-home use and water supply/treatment ecosystems.
- **Implement:** Create a 50L model home concept and use learnings from pilots of such homes in various urban locations to inform a path to global scale.

The 50L Home Coalition was selected by the World Economic Forum as one of its [Lighthouse Projects](#) in 2020. Lighthouse Projects exemplify the ways in which stakeholders are making concrete progress to address the pressing societal, economic, environmental, technology, regional and industry challenges of our time – to be selected as one means that the Coalition offers an outstanding example of corporate citizenship.

For more information, visit [www.50lhome.org](http://www.50lhome.org)

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