



As urbanization rockets worldwide, the public sector needs to find sustainable solutions to manage the growing threat of urban drinking water scarcity.

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Fast-track Solutions Required To Tackle Urban Drinking Water Scarcity

As people around the world marked World Population Day on July 11, water tech leader Bluewater called for more focus on long-term partnerships between public and private sectors to solve drinking water scarcity in the face of shrinking water availability and growing urban populations.

Bluewater, which is part of the Blue portfolio of sustainable investments, believes the threat of growing urban water scarcity demands even more joint

effort by governments and business.

Noting that , the more people live in urban areas than in rural areas, with 55 % of the world's population residing in urban areas in 2018, the company says management of urban water is already a serious challenge in many parts of the world. It says shrinking water availability and growing urban populations threatens a future of severe water shortages unless human ingenuity is fully harness to tackle the problems.

The scope of the problem has been pinpointed by the UN which says the most urbanized regions today include Northern America (with 82% of its population living in urban areas), Latin America and the Caribbean (81 %), Europe (74 %) and Oceania (68%). The level of urbanization in Asia is now approximating 50%. In contrast, Africa remains mostly rural, with 43% of its population living in urban areas

Turning words into action, Bluewater earlier this year launched its Imagine H2O Urban Drinking Water Scarcity Challenge 2018, which is designed to inspire innovation and action to help cities deal with drinking water scarcity. Applications exceeded all expectations in terms of quantity and quality of registrations and the winners will be honored at a special event at Stockholm Water Week, in the Swedish capital, on August 27, 2018.

You can learn more about the Bluewater Imagine H2O Challenger 2018 [here](#)

About Blue

Headquartered in Stockholm, Sweden, Blue is an investment company that serves as a catalyst for innovations that can solve some of the major challenges facing our planet and all living on it. Blue's mission is to find, engage with, invest in and support entrepreneurs, innovators and businesses driven by the desire to deliver tangible, sustainable solutions that can benefit human wellbeing and planetary health.www.blueab.se

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