

P1 Disruptive Technologies: More from Every Drop

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Water is an area very much in need of disruption. If our current approach to consumption remains unchanged, global water demand is likely to exceed viable resources by 40 percent by 2030. So, how can we get 40 percent more water in 14 years? By getting more from every drop. In the past, many businesses operated under a linear economy model, where we “take, make and dispose” of raw materials. This model only works if we have access to unlimited resources. If we want to meet water challenges head on today, we need to start thinking inside the circle. This means applying principles of a circular economy to reduce, reuse, renew and, ultimately, close the resource loop. A circular economy model may not be the entire answer, but it is a vital part of the solution.