

GOALS.

Feel-good UN SDG news





INTRO.

Welcome to the 6th issue of Goals., Creature & Co.'s monthly E-Book that brings you a snapshot of positive news relating to the UN's Sustainable Development Goal of the Month. This issue is all about Goal #6: Clean Water and Sanitation, which calls for access to safe water, sanitation and hygiene for all.

In 2015, the world committed to Goal #6 as part of the 2030 Agenda; the promise that everyone would have safely managed water and sanitation by 2030. Unfortunately, however, we are completely off-track to achieving this. Water affects every single one of us on Earth, so we all need to pull up our socks and do something that'll make a difference.

[World Water Day 2023](#) on March 22nd is calling for us to do exactly that; accelerate change to solve the water and sanitation crisis. The global campaign [Be the Change](#) is encouraging people to take action in their lives to change how they use, consume and manage water.

Be the Change allows you to choose the actions you/your community/your organisation will commit to with the aim of solving the water and sanitation crisis. Check it out and remember to submit any further action ideas you may have; all promises from individuals and communities will contribute to the Water Action Agenda alongside larger commitments from governments, companies, organizations, institutions, and coalitions.

What will you do to help? If you're looking for inspiration, then look no further than the stories featured in this month's issue. As always, we're highlighting the positive ways people and organisations are doing their bit to progress the Goal of the Month's objectives.

Thanks for reading,

Peter Johnson,
Managing Director, Creature & Co.





A SHOCK TO THE SYSTEM.



Image Credit:
Samad Deldar
from Pexels

Having safe drinking water is vital for public health. However, traditional methods of water disinfection come with their own environmental issues. Thankfully though, there's been a breakthrough...

Researchers in the Georgia Institute of Technology have devised a way to use small shocks of electricity to disinfect water, reducing energy consumption, cost, and environmental impact. Isn't that great?

"This is a pretty new disinfection technology," says Xing Xie, the Carlton S. Wilder Assistant Professor in the School of Civil and Environmental Engineering. "And we want to demonstrate in the small scale first, and then improve its real-world applications for point-of-use or off-grid water purification."

Fingers crossed we'll soon be able to see this technology integrated into the electric grid or even powered by batteries!

Find out more [here](#).





RUN FOR OUR LIVES.



Image Credit:
Mina Guli

What are you doing to solve the water crisis? Taking shorter showers? Buying local food? Running 200 marathons? Yep, Mina Guli, CEO of the Thirst Foundation, a non-profit organisation driving action on water, has been running marathons in some of the world's most water-stressed locations over the past year to draw attention to the water crisis. Great effort!

Guli's 200th (and final) marathon will be in New York on World Water Day for the UN's 2023 Water Conference. The RUN BLUE campaign is about systemic change; they're asking 200 companies – one for every marathon Guli will/has run – to RUN their company BLUE and take action on water.

“Even ordinary people can step up and change the world when we are motivated by something bigger than ourselves,” said Guli. “Sometimes we need to do ridiculous things to change the world.”

Find out more [here](#).





THERE'S A NEW BOND IN TOWN.

Good news! The World Bank have announced a \$50 million project to manufacture 300,000 water purifiers and distribute them to approximately 8,000 schools and institutions in Vietnam. Expected to make clean water available to around 2 million children, this is a much-need project that will also aim to reduce greenhouse gas emissions by almost 3 million tons of carbon dioxide over 5 years. Impressive!

The project will be funded by an Emission Reduction-Linked Bond that mobilizes private capital to support the financing of a project with positive climate and development impacts.

“The Emission Reduction-Linked Bond comes at an important time in the global efforts to scale-up low-carbon solutions in developing countries.” said World Bank Group President David Malpass. “With this pilot transaction we can demonstrate another path for capital market investors to support the financing and implementation of climate action.”

Find out more [here](#).



Image Credit:
Loifotos
from Pexels





ALL TAPPED OUT... LITERALLY.



Image Credit:
Paul Prescott
from Shutterstock

Do you know about India's Jal Jeevan Mission? You should! Since its launch in August 2019, the mission has provided almost 79 million households with access to a tap water connection, bringing the total to 111 million, or 56% of rural households in the nation. Isn't that amazing?

The Jal Jeevan Mission has the incredible goal of connecting every household in India to public water systems by 2024. Just 32.2 million rural households, out of a registered 192 million, had access to safely managed drinking water before the programme began, proving how impactful and truly lifechanging it has been for people all over India.

The programme also implements sustainable water source measures as mandatory elements and is based on a community approach to water that includes extensive information, education and communication as a key component of the mission. Keep up the great work!

Find out more [here](#).





THAT'S HOW YOU PLANT A NEW IDEA.



Image Credit:
Nic Ververs/ANU

It's estimated global wastewater contains 3 million metric tonnes of phosphorus, 16.6 million metric tonnes of nitrogen and 6.3 million metric tonnes of potassium. That's a lot of natural resources going to waste...

Thankfully, Scientists from The Australian National University (ANU) have come up with a potential solution: plants! Yep, really! ANU are drawing #inspo from plants to develop new techniques to separate and extract valuable minerals, metals and nutrients from resource-rich wastewater.

Adapting plant 'membrane separation mechanisms' offers a sustainable solution to help manage the resources required for the world's food, energy and water security. How? By providing a way to harvest, recycle and reuse valuable metal, mineral and nutrient resources from liquid wastes. Recovery of these nutrients from wastewater has the potential to offset 13.4 of global agricultural demand for these resources. Cool, right?

Find out more [here](#).





The SDGs (above) are a blueprint for a better world, looking at people and planet in an integrated way. They offer measurable objectives which can be used by countries, companies and communities to achieve their vision of sustainable development by 2030.

When once organisations were reluctant to integrate social goals into their business model, we are now seeing more brands taking important steps to align their purpose with the UN SDGs to help make a real difference. Change is being made in a number of ways; from embedding the SDGs into the way organisations operate, to promoting them via creative campaigns and much more. To quote that big shop at the end of your street, every little helps.

At Creature & Co., we are committed to helping our partners understand how to approach the UN's 17 Sustainable Development Goals. If you think you could be doing more to care for the planet and address the SDGs, we'd love to hear from you!

CREATURE &CO.

We help brands drive positive change for the benefit of all people and our planet.

