

50L

HOME

Re-Invent Our Water Future

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



6 CLEAN WATER
AND SANITATION



13 CLIMATE
ACTION



The 50L Home Coalition

- Is a global action-oriented platform.
- Includes leading companies, as well as public and civil society institutions.
- Advances systems-level change in domestic urban water management.

www.50LHome.org

THE CHALLENGE

- Water and climate-related risks in cities are proliferating due to:
 - Population growth.
 - Rapid urbanization.
 - Changing lifestyle patterns.
 - Increased industrialization.
 - Climate change.
- 2/3 of the global population is projected to live in water-stressed areas by 2025.
- Nearly 70% of the global population is expected to live in cities by 2050.
- Cities worldwide face threats of “Day Zero” when water sources run dry.
- 80% of wastewater is discharged without treatment, jeopardizing health and livelihood.

THE OPPORTUNITY

The 50L Home Coalition envisions a future where companies, policymakers, technology innovators, research organizations, and communities come together to:

- Provide homes in cities with access to affordable and safe water, used responsibly.
- Reinvent urban systems to drive resource efficiency and circular economy solutions.
- Create a shared understanding of responsible water consumption in the home.
- Make 50 liters of daily water use per person an irresistible aspiration for all.
- Realize household water efficiency co-benefits, such as reduced energy consumption.

OUTCOMES

Through government-business and business-business collaborations, the Coalition can:

- Support and finance instruments to reimagine urban water systems.
- Address household energy consumption and greenhouse gas (GHG) emissions.
- Drive sustainable lifestyle changes through education.

OUR APPROACH

The 50L Home Coalition's multi-stakeholder collaboration activities span four key focus areas:

Innovation

Advancing solutions to address water efficiency, recycling, and reuse in the home and within the wider urban water system.

Education

Reshaping people's relationship with water to inspire and enable daily behavioral lifestyle changes.

Implementation

Collaborating on pilot projects and mobilizing local actors to learn and inform the path to global scale and replication.

Policy and regulation

Advancing policy, regulatory, and industry framework changes to transform home use and water supply/treatment.



GET INVOLVED

The 50L Home Coalition requires an ecosystem of expertise consisting of stakeholders like:

- **Cities** that view water as a critical enabler for urban resiliency.
- **Companies** that enable low-carbon and water-smart lifestyles.
- **Innovators** that reinvent water in the home.
- **Civil society** groups and consumer networks.

Lead

Shape the strategic direction of the Coalition as part of the Leadership Group through a financial contribution.

Learn

Participate in our events to gain a better understanding of the work.

Engage

Join us and contribute your expertise to help realize the 50L vision.





COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

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