

50L Home Coalition – Media release

EMBARGOED UNTIL 8.00 a.m. EASTERN TIME

Public-private coalition 50 Liter Home announces new phase for initiatives to accelerate water innovation in cities.

New efforts from private sector leaders Electrolux Group, IKEA, Kohler Co., and P&G will focus on solutions to mitigate against and manage water scarcity in key cities.

NEW YORK, 23 March 2023: In celebration of World Water Day, the [50 Liter Home Coalition](#) (50L Home), convened by the [World Business Council for Sustainable Development](#) (WBCSD) and the [World Economic Forum](#) (WEF), announced new efforts to accelerate water innovations in water-stressed cities. Sponsored by private sector leaders, these commitments include funding for a pilot program in Los Angeles, California, to demonstrate water and energy innovations in homes, and collaboration in tactical pilots to drive water conservation and policy updates in Phoenix, Arizona.

“The UN Water Conference is a critical milestone for governments, civil society, and the private sector to shape a cohesive global water agenda. More action is needed to deliver the Sustainable Development Goals, and the work of companies in the 50L Home Coalition to develop the solutions required to rethink water systems, prepare cities for water stress, and build systemic resilience is a leading example of collective action,” said Diane Holdorf, Executive Vice President at WBCSD.

Los Angeles, California Pilot

Through 50L Home, Electrolux Group, IKEA, Kohler Co., and Procter & Gamble are joining forces with the U.S. Green Building Council - Los Angeles to implement a demonstration pilot in Los Angeles, California. This unique effort to integrate solutions from different market leaders will demonstrate how existing and new innovations can achieve substantial savings in domestic water and energy consumption. They will work directly to understand water and energy consumption in 30 homes in the greater Los Angeles region, engage tenants, and retrofit 15 of those homes with products and solutions to drive down water use holistically.

“Today, four out of ten IKEA store visitors live in water-scarce regions. And the world’s rapidly growing population is putting even more pressure on this precious resource. Saving water should be part of everyone’s everyday, regardless of their access to it. To make this easier, we design products to help reduce daily water consumption in the home. IKEA has a big opportunity and responsibility to inspire and influence how people are using water in their homes, where 10-12% of the total global freshwater consumption happens. We can’t do it alone; collaboration is key to create change,” said Lena Julle, sustainability manager range, IKEA of Sweden.

“Rising to the challenge of complex issues like water scarcity requires new approaches and innovative collaborations to create change. We are proud to bring a global coalition such as 50L Home to a region with the diversity and scale of Los Angeles to demonstrate how we can approach water differently through holistic retrofits and behavioral change to guide the future of residential water use,” said Ben Stapleton, executive director for the U.S. Green Building Council - Los Angeles.

City of Phoenix, Arizona Collaboration

In Phoenix, Arizona, the City of Phoenix is partnering with 50L Home to develop a program of tactical pilots and multi-stakeholder workshops to test and accelerate innovations to continue reducing water consumption without affecting Phoenixians’ quality of life. These collaborative activities will further strengthen the innovation ecosystems in Phoenix, elevating the city as a living lab for innovations that are scalable to other cities in the region and beyond.

“Phoenix is the fifth largest and fastest growing city in the United States. Located in the heart of the Sonoran Desert, Phoenix prioritizes water conservation in everything we do, by necessity and engrained in our culture. We are proud to collaborate with 50L Home Coalition members to advance the innovations needed to prepare for our future, and to partner with other cities to quickly scale emerging solutions,” said Kate Gallego, Mayor of Phoenix, Arizona.

“We are in the business of improving consumers’ lives and believe that water will be the next frontier when it comes to sustainability efforts. Procter & Gamble is honoured to join forces with other 50L Home members to fund pilots and policy collaborations to develop scalable product innovations that require less water and that help consumers live a more sustainable life,” says Victor Aguilar, chief research, development, and innovation officer at Procter & Gamble.

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About 50L Home

50L Home is a global action-oriented platform that addresses two of our most pressing global challenges: water security and climate change. The coalition strives to re-invent the future of water and change the narrative on urban water consumption. To achieve this, it works alongside global industry leaders and as well as public sector institutions. Its primary objective is to create sustainable solutions that will solve the urban water crisis, enable net zero carbon living, and create financially viable affordable opportunities for our communities. The 50L Home Coalition is convened by the World Economic Forum and the World Business Council for Sustainable Development.



About the World Business Council for Sustainable Development (WBCSD)

WBCSD is the premier global, CEO-led community of over 200 of the world's leading sustainable businesses working collectively to accelerate the system transformations needed for a net zero, nature positive, and more equitable future.

We do this by engaging executives and sustainability leaders from business and elsewhere to share practical insights on the obstacles and opportunities we currently face in tackling the integrated climate, nature and inequality sustainability challenge; by co-developing "how-to" CEO-guides from these insights; by providing science-based target guidance including standards and protocols; and by developing tools and platforms to help leading businesses in sustainability drive integrated actions to tackle climate, nature and inequality challenges across sectors and geographical regions.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. Our global network of almost 70 national business councils gives our members unparalleled reach across the globe. Since 1995, WBCSD has been uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues.

Together, we are the leading voice of business for sustainability, united by our vision of a world in which 9+ billion people are living well, within planetary boundaries, by mid-century.

www.wbcasd.org

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About U.S. Green Building Council-Los Angeles (USGBC-LA)

Founded in 2002, USGBC-LA is a 501(c)3 non-profit organization whose mission is to transform Southern California through the built environment into a more sustainable, resilient, and equitable region for all. We lead through inspiring leaders throughout our communities to take action on climate change, public health, and environmental justice. We educate through developing and empowering a diverse talent pipeline through training, mentorship, and direct engagement. We connect through convening interdisciplinary perspectives and collaborating to create positive systemic change. We advocate through promoting innovative and impactful policy solutions to address the urgent environmental and social challenges of our time.