



Theme: “Water and Society: “Communication, culture and education”

**Attitude Adjustment:
Changing our relationship
from water as low-cost commodity
to water as sacred, life-giving resource**

**Stephen Leahy
Environmental Journalist
Canada**

*Zaragoza, 4 de agosto de
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Canada: Waterworld & Myth of Abundance

Outline:

1. Perception
2. Reality
3. Media



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Canada: Waterworld & Myth of Abundance

- Canada's lakes and rivers cover 891 163 square kilometres – an area larger than Spain and Germany combined
- The Great Lakes are the largest system of fresh, surface water on earth, containing roughly 18% of the world's fresh, surface water.
- Canada has more water underground than on the surface

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Canada: Waterworld & Myth of Abundance



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Canada: Waterworld & Myth of Abundance

Approximately 60% of Canada's fresh water drains north, while 85% of the population lives in the south



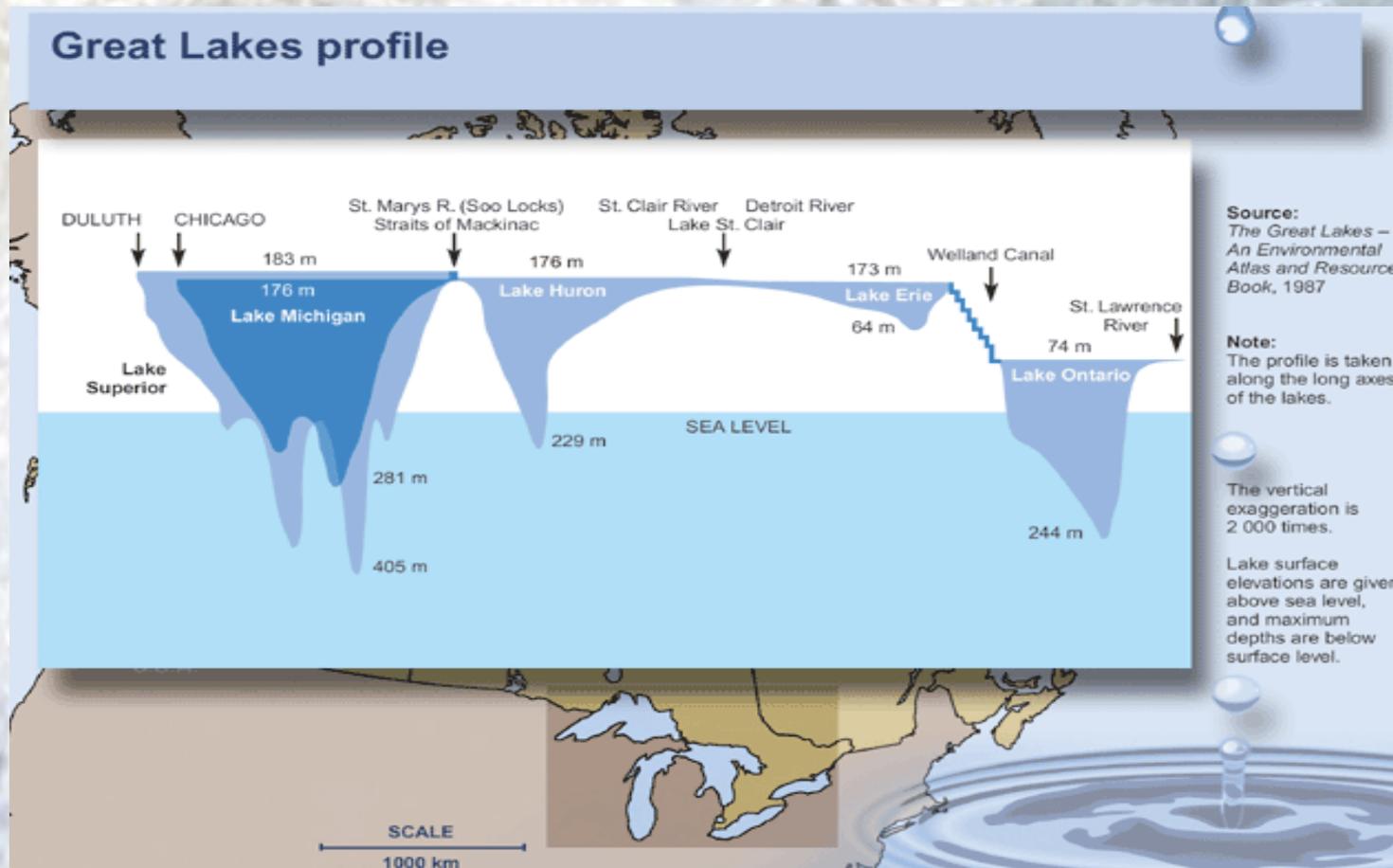
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1% of the Great Lakes are renewed each year by snow melt and rain

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Canada: Waterworld & Myth of Abundance



Oil Sands Project: 349 million cubic metres of water each year now increasing to 529 million – enough for 2-3 million people

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Canada: Waterworld & Myth of Abundance



Oil Sands Project: More than 300 million cubic metres of contaminated water and sand – visible from space

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Canada – The more water used the less it costs

Daily Usage:

335 litres per person (25% increase since 1990)

Water Pricing:

Households - \$0.92 per 1000 litres; Industry – Free/Unlimited (mostly)



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Climate Change: The New Reality



Dry Regions get Drier; Wet Regions get Wetter

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3. What is the role of communicators?



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Communicators must first pull themselves out the prevailing 'water fantasy' and into REALITY

Water is Irreplaceable

Water is Precious

Water is Scarce

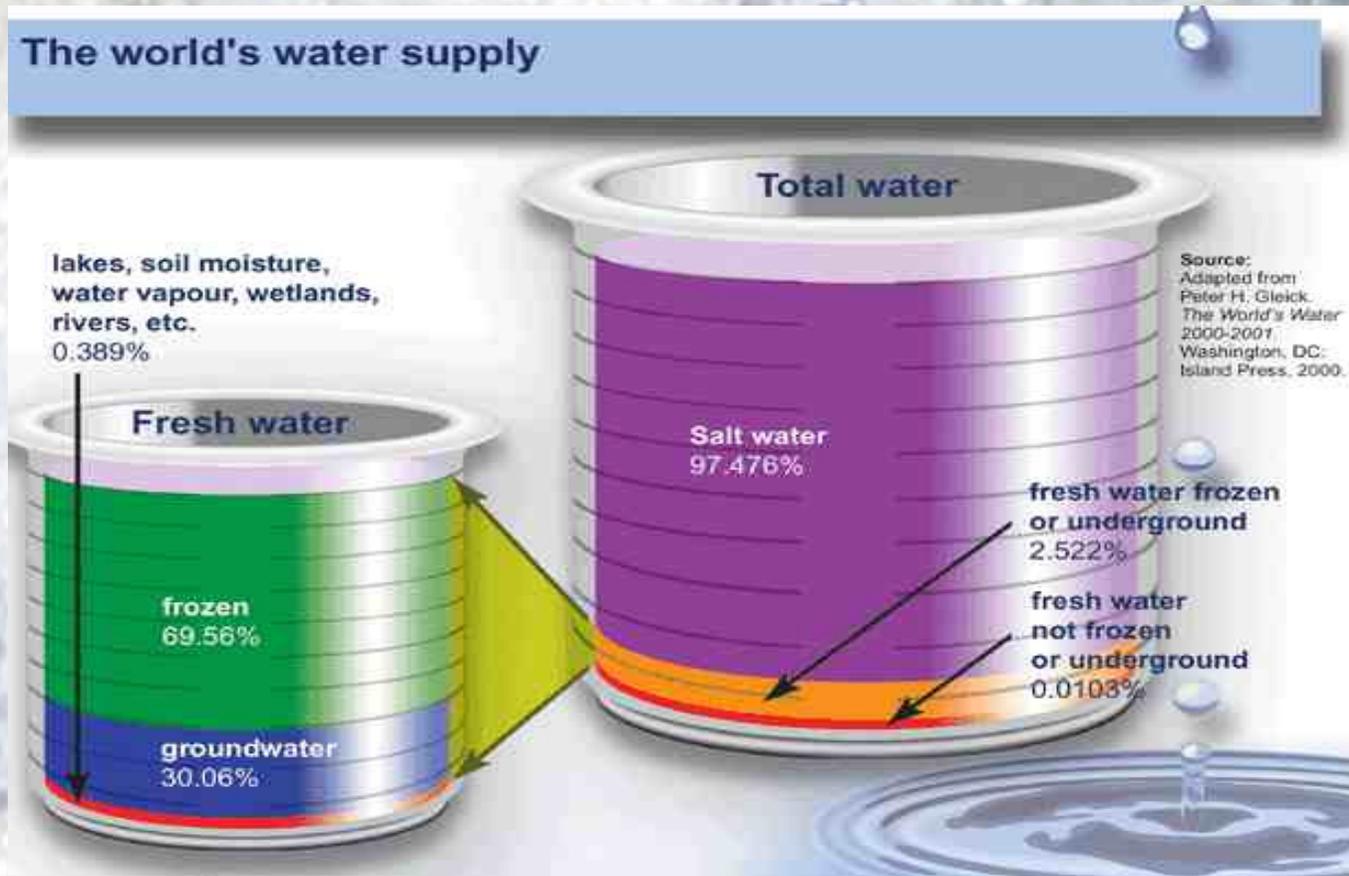
Water is Sacred



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Role of Communicators:

1. Report the Reality



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Role of Communicators:

2. Make the Connections



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Role of Communicators:

3. Cultivate an Attitude of Gratitude



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Role of Communicators:

4. Attitude Adjustment: Shifting from water fantasy to water reality



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Our relationship with nature reflects our
relationship with ourselves.



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