
DEREK MARTIN

GLOBAL ISSUES

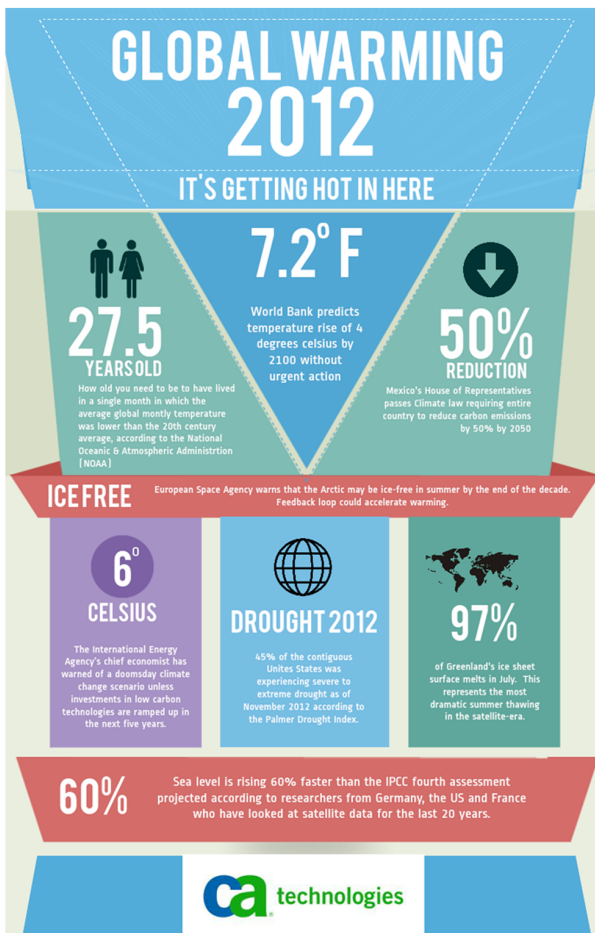
GLOBAL WARMING

DRINKING WATER

HOMELESSNESS



GLOBAL WARMING



CLIMATE CHANGE IN THE CORAL TRIANGLE

Change has been a constant feature of our planet, and over long periods of time, corals and the reefs have slowly adapted to these changes. Today, what makes our situation so perilous is that the rate of climate change has accelerated. Current rates may be as much as 100-1,000 faster than anything the planet has experienced over the past one million years.

Atmospheric concentrations of CO₂ are 37% higher than they have been at any time during the last 650,000 years

1-4°C Expected temperature increase of the sea in the Coral Triangle by 2100

2°C Temperature increase above which most corals will be eliminated

ONE WORLD, TWO FUTURES

In one future, the international community continues down the current track towards catastrophic climate change. The biological treasures of the Coral Triangle are destroyed while poverty increases, food security fails and economies suffer.



In the other future, the build-up of greenhouse gases is brought under control, and Coral Triangle nations also invest in solutions that reduce other environmental stresses.

WHY THERE IS HOPE

- Natural advantage**
High levels of biodiversity, coupled with fast rates of growth and recovery, put many Coral Triangle ecosystems in a favorable position to be resilient to climate change.
- Political will**
The leaders of the 6 countries of the Coral Triangle have made adaptation to climate change one of the top priorities for the region through the Coral Triangle Initiative.
- Knowledge of solutions**
Establishing and managing effective marine protected areas, reducing coastal destruction, and supporting local people's involvement in sustainable management have all been proven to reduce stress on nature. These solutions also build the resilience of ecosystems and local communities.

People who rely on the sea for a living are feeling the impacts of climate change

"The sea has not been good to us"



Fisher Chris Kong from Kudat, Malaysia, has seen his catch dwindle every year because of shifts in the monsoon winds, cutting short his fishing season.

Acidified oceans
As greater amounts of carbon dioxide dissolve into the sea, corals are less able to build and maintain reefs - with dramatic consequences for reefs' rich marine life.

Severe weather
Already in the pathway of typhoons and cyclones, the Philippines and the Solomon Islands are likely to experience variations in the intensity and severity of these weather events as a result of climate change.

Low productivity
There could be a 80% decline in the ability of the Coral Triangle's coastal environment to provide food for people by 2100 if effective action is not taken on climate change.

Sea level rise
The Coral Triangle may experience a sea level rise of 30-60 cm by 2100.

UN IPCC

WWF/University of Queensland

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Credits: Catalyze Sustainability Communications

The Coral Triangle - the nursery of the seas - is the most diverse marine region on the planet, covering some 6 million km² of ocean across 6 countries in the Asia-Pacific region. This ecological wonder is home to 76% of the world's reef-building coral species and 6 out of the 7 known species of marine turtles.

GLOBAL WARMING

NICOLAS SARKOZY
2020



“I’M SORRY.
WE COULD HAVE STOPPED
CATASTROPHIC CLIMATE
CHANGE... WE DIDN’T.”

COPENHAGEN 2009 ACT NOW - CHANGE THE FUTURE

tcktcktck GREENPEACE
COPENHAGEN 7 DEC 09 | THE WORLD IS READY

BARACK OBAMA
2020



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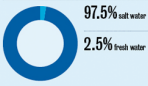
DRINKING WATER

WATER 21ST CENTURY CHALLENGES

TOTAL VOLUME OF WATER AVAILABLE

THE TOTAL VOLUME OF WATER ON EARTH IS:

1.424.192.640 Km³



70%* of the planet's fresh water is found in the shape of snow and glaciers

30%* is mostly found underground

DEMOGRAPHIC BOOM AND URBANIZATION

1 second = 2 more people
Every second, the urban population grows by 2 people

7 billion people with 50% in urban areas

9 billion people with 70% in urban areas



CLIMATE FACTORS

4 billion people may be facing water scarcity or flooding that is half of the global population

993 million city inhabitants may be living with less than 100 liters of fresh water to satisfy their basic needs

2 billion m³ of water a year: this would be the fresh water deficit to meet actual irrigation, industry and domestic needs

FRESH WATER USE BY SECTOR



HUMAN WATER NEEDS

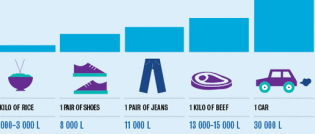
2-4 L

WATER FOOTPRINT

2 000+ L

The daily drinking water requirement per person is 2-4 liters

It takes 2 000 to 5 000 liters of water to produce one person's daily food



WASTEWATER TREATMENT

2.5 5 BILLION people live without basic sanitation

ACCESS TO DRINKING WATER

783 000 000 people don't have access to fresh water...



HEALTH

3 600 000 people die each year from water-related diseases

CONSERVING WATER RESOURCES

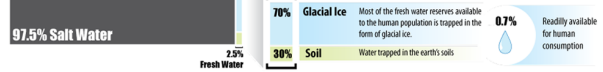
2% of fresh water will be produced via desalination by 2015

Sources: UNEP, UN Habitat, World Bank, OECD, WHO, FAO, WHO, UN

Powered by for the 2012 World Water Forum

3x Fewer People Using 8x More Water

Total Water Reserves on our planet



The average American uses **30.3 times** more water than a person who lives in Sub-Saharan Africa.



The average American uses **151.9 gallons** water per day. **1.1 billion** people live on less than 5 gallons per day.



The cost of access to clean water for Slum Dwellers can be **5-10 times** more than for their middle class counterparts in the same cities.



The population of the United States is approximately **304 million** over 3x less than the **1.1 billion** people who lack adequate drinking water.

American Population with access to adequate drinking water: 304 Million

World Population without access to adequate drinking water: 1.1 Billion

60,000,000 children who are born into households without access to clean water every year

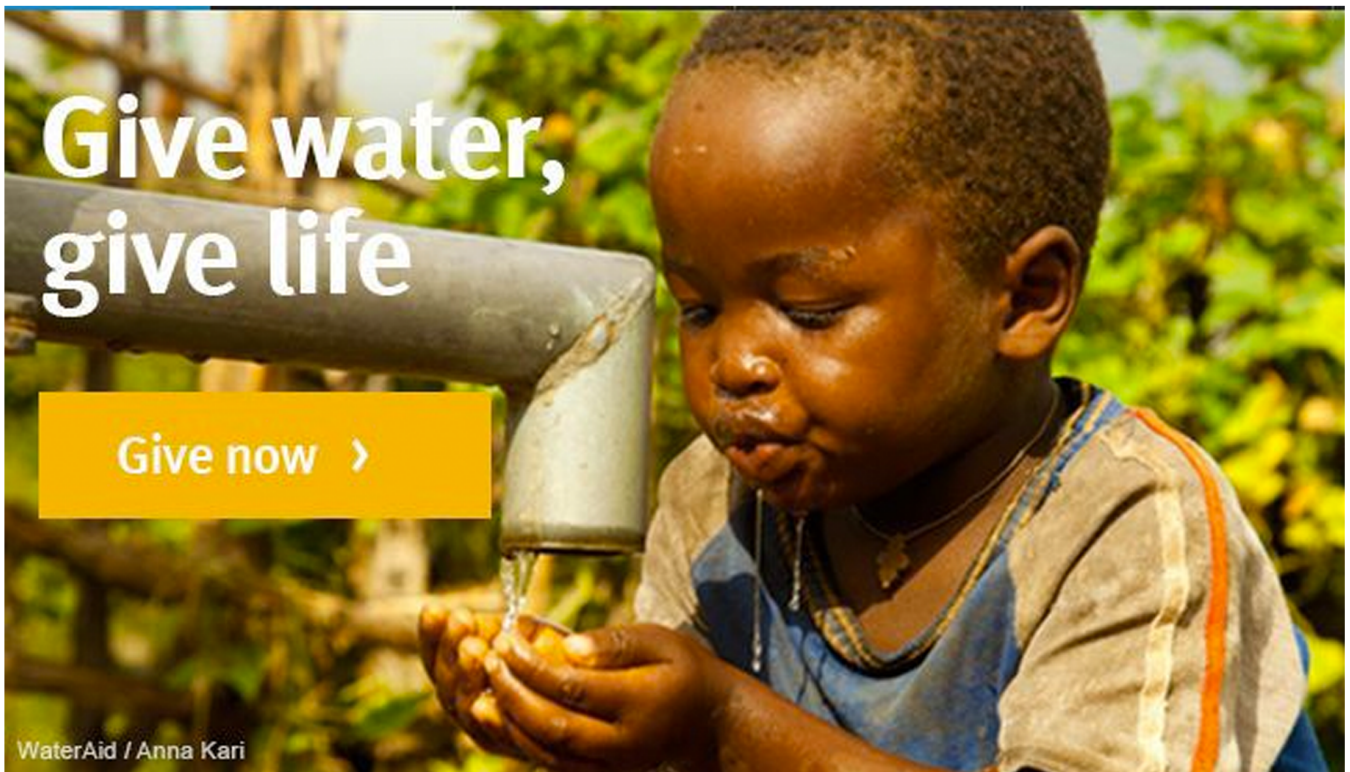


6,000 children die everyday from preventable water borne diseases That is 1 child every 20 seconds.



How many seconds did it take you to read this infographic?

SEE YOUR IMPACT
<http://seeyourimpact.org/>



WaterAid / Anna Kari

DRINKING WATER



WaterAid/Marco Betti



HOMELESSNESS

Worldwide

An estimated 100 million people are homeless worldwide

Source: United Nations Commission on Human Rights, 2005

Europe

An estimated 3 million people are homeless in Europe

Source: Red de Apoyo a la Integración Sociolaboral (RAIS) 2010



HOMELESSNESS



IDEA 1

TAKE A HOMELESS PERSON TO WORK



Concept 1 } 'Take a homeless person to work' ?

'Take a homeless person to work day' — *not 1 day a year but can happen any day of the year!

- work placement for the homeless (who want to work)
- ~~one day~~ ^{throughout the} year around the world - global
- local businesses interacting with local homelessness.

positive impact

↓

Can give - hope — new ambition — unlock hidden potential

↓

new found hope insight into a different life

↓

must be a follow up so that the homeless people aren't just forgotten about after it.

↓

Career advisors - meetings.

↓

Further work placements - accomidation blocks for those taken further. ①

must be drug and alcohol free. ①
↓
meetings with councillors

Work placements
with follow ups and constant assistance
must be substance free
Can give;
New hope - ambition - drive - goals - new skills


IDEA 1

TAKE A HOMELESS PERSON TO WORK



Can link in with other charities.

Suit Amnesty helps the homeless get back into work



Tuesday, May 08, 2012 by Tina

Dig out your old suits gathering dust at the back of the wardrobe and donate them to a charity near you. They could help propel a homeless person towards success.

Businesses across the UK are being asked to give any unused or outgrown suits to charities, helping homeless people. Back for a second year, the people behind the Suit Amnesty hope to help even more homeless people get into employment.

Last year the the initiative collected more than 2,000 suits and helped 22 participating charities.

<http://www.smarta.com/blog/2012/5/suit-amnesty-helps-the-homeless-get-t>

example of other campaigns/
charities/organisations that can
be linked in with the campaign
↓
The homeless person applying for
the work placement can have
access to a suite if needed.

IDEA 2

CREATE A HOMELESS PERSONS SIGN



Concept 2

'Personalise a homeless persons sign'

- a campaign to personalise the signs of homeless people.

↓
if a homeless persons sign is more personal about them rather than just asking for money people will feel more tempted to help them out as they can feel a connection on a human level.

Campaign

↓
free template signs for the homeless who can then personalise it to themselves.

↓
This will easily work around the world as any language can be written on these signs.

Website

- along with the templates will be a ~~'blog'~~ website where people can upload pictures from around the world of homeless people with their personal

↓
gain global exposure

↓
viral marketing campaign - use social networks & #hashtags to share the stories / pictures / videos views.

make the campaign personal

people might find they aren't so different from the homeless person they walk past each morning.

Plan

↓
make it personal
↓
get people involved.



IDEA 2

SLEEP ON THE STREET FOR A NIGHT



idea 3

A campaign where members of the public get involved in raising awareness of the harsh lifestyles by sleeping on the streets for 1 night



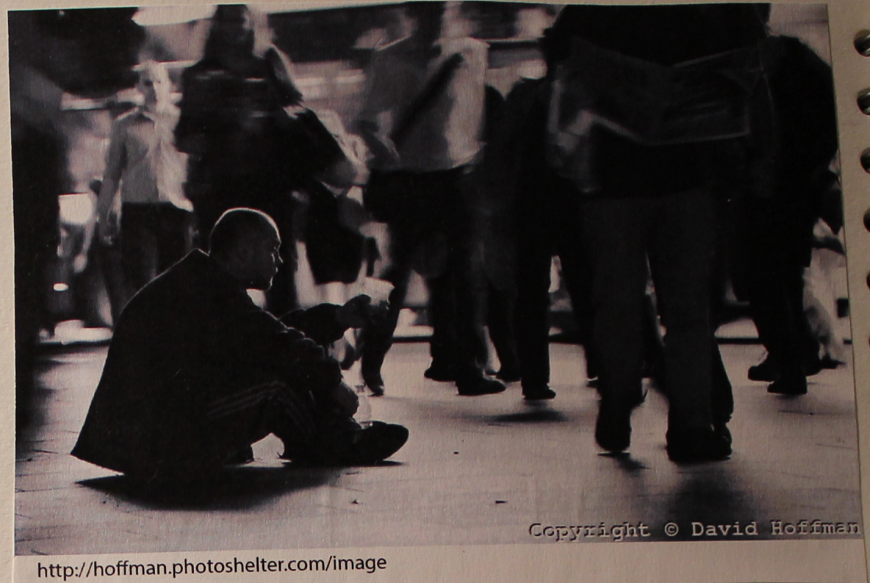
get mass public involuice



change those peoples perception on the homeless - they will then be more likely to help the public.



they will tweet about it etc.



<http://static.guim.co.uk/sys-images/Observer/Columnist/Columnists/2010/12/18/1292683122926/beggar-007.jpg>

Try living like this



Just for 1 day a year.



<http://static.guim.co.uk/sys-images/Guardian/Pictures/2008/08/05/homeless460x276.jpg>



<http://hoffman.photoshelter.com/image>



<http://thoughtsfromthekelvin.files.wordpress.com/2012/02/glasgow.jpg>