

Green Wednesday. October 2009.

## **“FLOW – For Love Of Water”.**

*“People are to pay for what they consume.” (Head of water company)*

*“We don’t need a \$1b solution – we need 1million x \$1,000 solutions.” (Aid worker)*

### **Mongrel Media (2008). Running time: 77minutes.**

The world water crisis has rapidly become one of the most topical issues of our day as our global resources dwindle. Tensions continue to mount between politics, the environment and human rights in the battle for the future of our planet’s supply of drinking water. Irena Salina’s award-winning documentary *FLOW* (For Love Of Water) investigates the crisis at the global and human scale like never before, begging the question: can anyone really OWN water? *FLOW* offers a scathing look at the emergence of a world water cartel as well as an examination of the solutions we can embrace in the future. *FLOW* will make you thirsty for change.

### **Key themes / messages:**

- 0’00” Introduction. Analogy of the Earth and the human body both being so dependant on clean fresh water, and it being the centre of their ‘lives’: both contain 70% fresh water and 30% solids; both have a heart (the hydrological cycle being the Earth’s); both cycle water endlessly around their beings.
- 5’00” Human exposure to chemicals ironically happens as we take a shower to wash.
- 7’00” Agriculture consumes 70% of the world’s water. But we need to eat of course!
- 9’00” Atrazine has been shown to gradually ‘de-male’ frogs. It may also be true in humans. It has been linked to prostate and breast cancer. Manufactured by a Swiss company, it is ironically banned in all EU countries.
- 12’00” Three companies (Suez, Vivendi and Thames Water) control an increasing amount of fresh water. These companies see water as just a business: *“People are to pay for what they consume.”*
- 27’00” India. Installing a simple UV sterilisation system would mean that the cost of providing clean water is a meager \$2 per person per year. Such systems have improved the health of both humans and the animals they rear, so improving business and creating wealth.
- 35’00” Water is now the third biggest globally traded commodity after oil and electricity. Bottled water has less stringent regulations on it than tap water, and the cost to consumers is high.  
**The money spent on bottled water is three times the cost of providing clean, fresh water to everyone on the planet.**
- 38’00” ‘World Water Council’. Who elected them to control our global water supplies?
- 45’00” Politics of building large-scale dams. This brings up a number of issues.  
*“We don’t need a \$1b solution – we need 1million x \$1,000 solutions.” (Aid worker).*
- 52’00” Outline of rainwater harvesting projects in India, being done by citizens, not companies.
- 56’00” Nestlé are bottling water and selling it without incurring any cost for harvesting the water.
- 1’15’30” Solutions will be done at local level by concerned citizens, not at government or global levels. We need to act.

Sign the petition for Article 31.