

A close-up photograph of a clear glass, possibly a water glass, with the word "THIRST" printed in large, bold, blue capital letters across its center. The glass is partially filled with water, and the background is a soft, out-of-focus blue gradient.

THIRST

(SED)

thirst

verb [intransitive]

- **to feel a need to drink**
- **to have a strong desire for something**

(Sed)

(Verbo (intransitivo))

(*Sentir una necesidad de beber)

(*Tener un deseo fuerte por alguna cosa)





DID YOU KNOW

(¿LO SABÍAS TÚ?)

**We are all
water creatures.**



**(Todos nosotros somos
criaturas del agua.)**

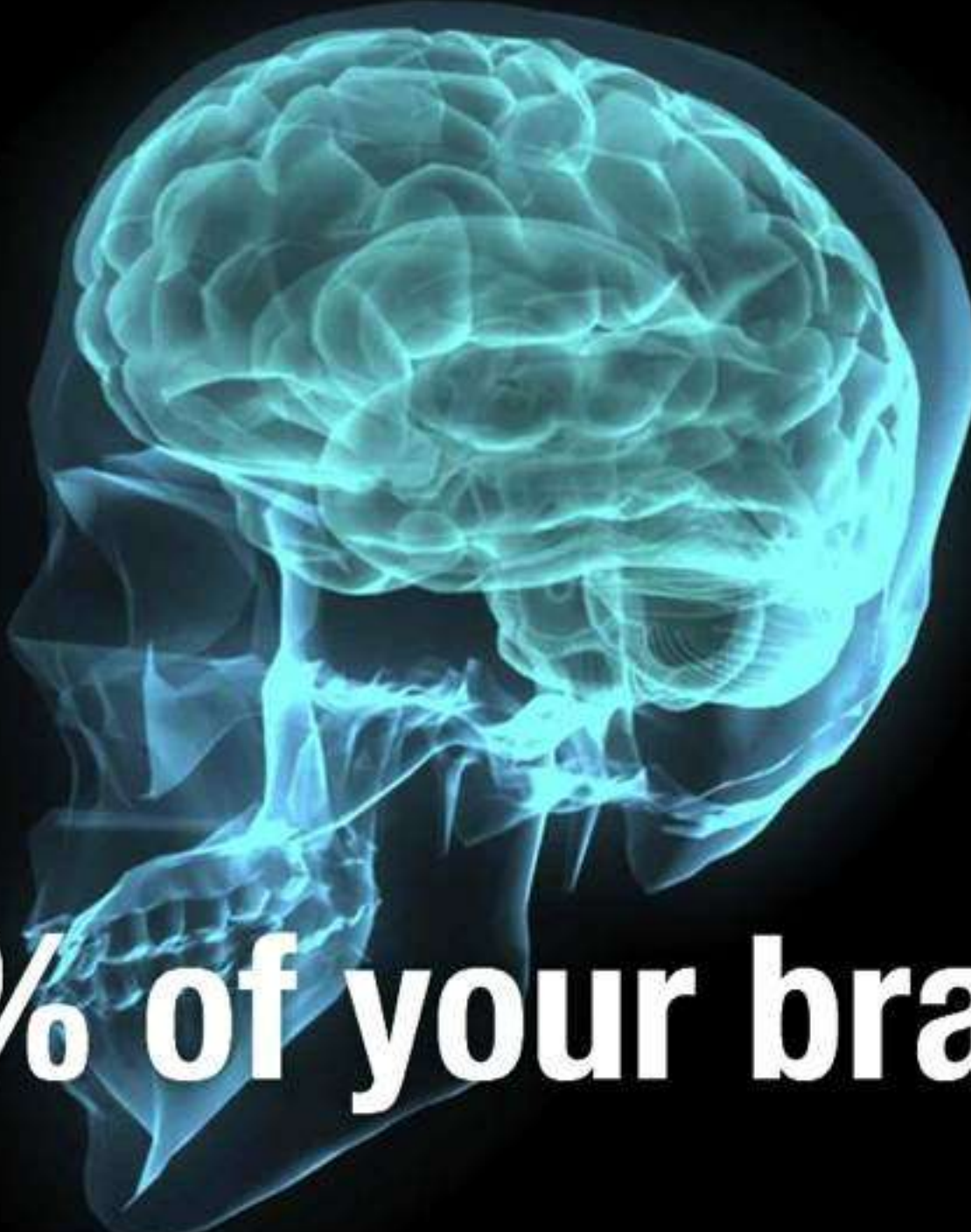
It makes up:

(Hace hasta:)



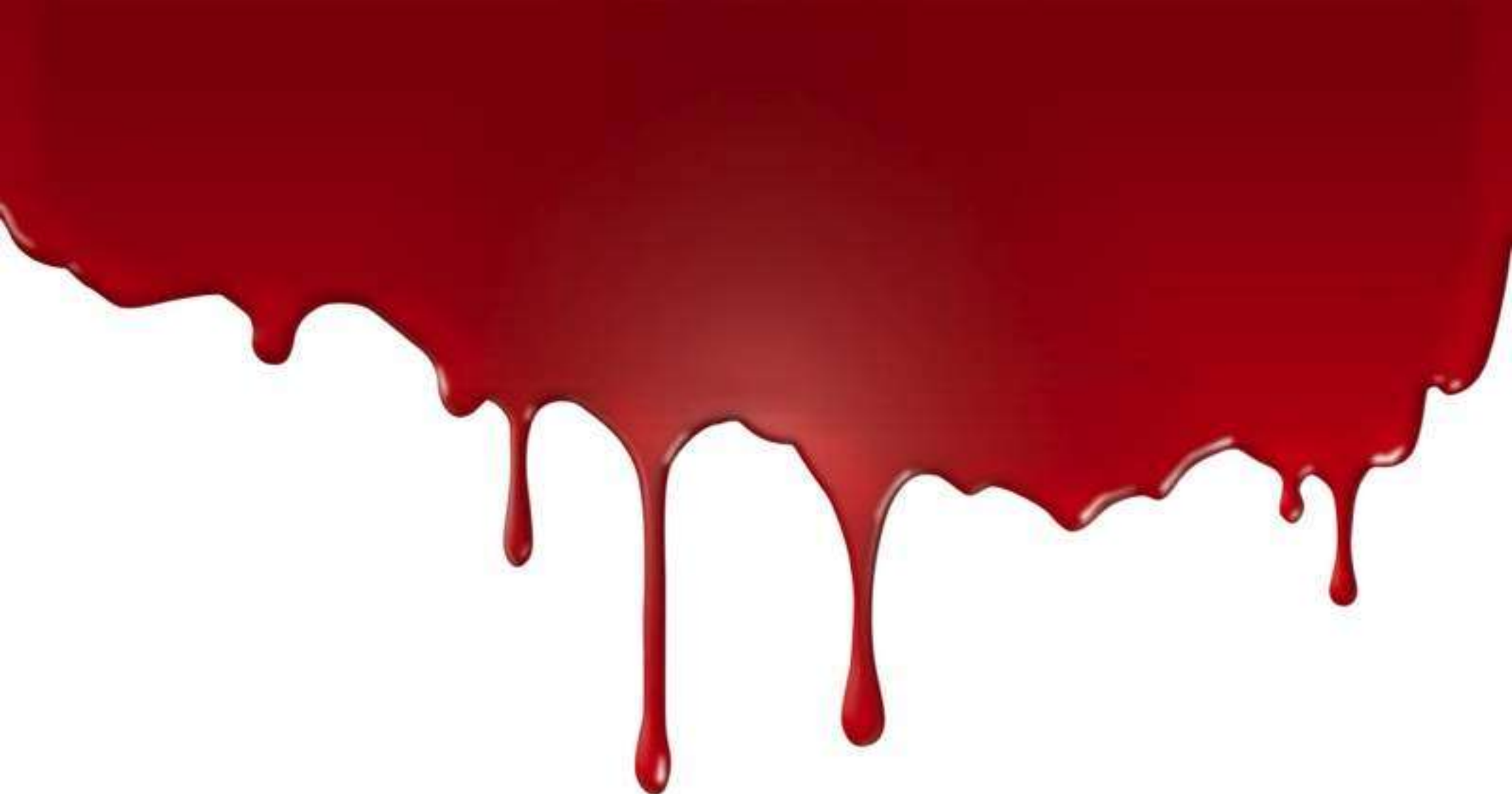
60% of your body

(60% de tu cuerpo)



70% of your brain

(70% de tu cerebro)



80% of your blood

(80% de tu sangre)

**While you can go almost
a month without food...**



**(Mientras que tú puedes seguir casi
un mes sin comida...)**

**your body
can't survive
one week
without water.**



(Tu cuerpo no puede sobrevivir **una semana sin agua.**)

**The same water
that existed on Earth
billions of years ago
still exists today.**

(La misma agua que ha existido en la Tierra desde
hace billones de años, todavía existe hoy.)



**It covers most of the planet,
but just 3% is freshwater.**

(Cubre la mayoría del planeta, pero sólo el 3% es agua fresca.)

A dramatic landscape of a glacier valley. In the foreground, dark, rugged, and rocky terrain slopes down towards a vast, flat expanse of ice. The middle ground shows a wide, flat valley floor covered in ice, with some darker patches of rock or sediment visible. In the background, steep, rocky mountains rise sharply, their peaks partially covered in snow or ice. The sky is bright blue with scattered white clouds, and a strong beam of sunlight cuts through the clouds, illuminating the valley floor. The overall scene conveys a sense of immense scale and natural beauty.

(and most of that is ice)

(Y la mayor parte de ella es hielo)

**Less than 1% of all freshwater
is readily accessible
for human use.**

**(Menos del 1% de toda el
agua fresca esta accesible
para el consumo humano.)**



To put it another way...

(Poniéndolo de otra manera...)

**Less than 0.007%
of all the water on Earth
is available
to drink.**

**(Menos del 0.007% de
toda el agua sobre la
Tierra está disponible
para tomar.)**

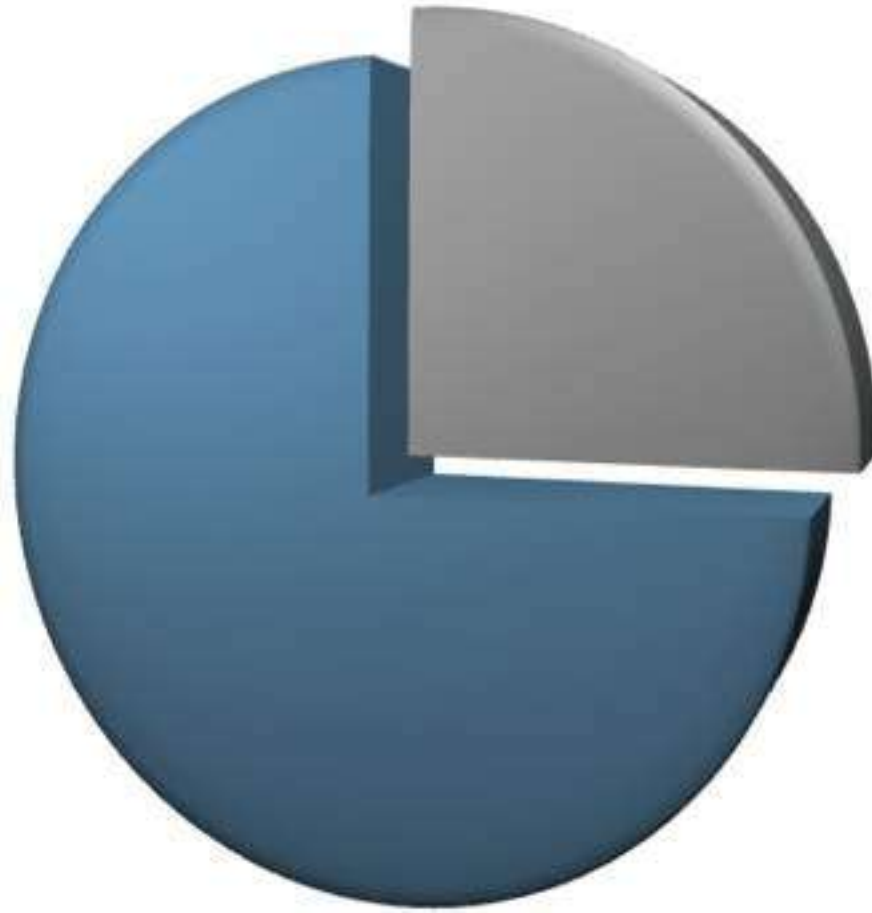




DID YOU KNOW

(¿LO SABÍAS TÚ?)





**A quarter of all the clean water
that enters your home...**

(Una cuarta parte de toda el agua limpia que entra en tu casa...)

A photograph of a white ceramic toilet in a bathroom. The toilet is positioned on the left side of the frame. The background wall is covered in white square tiles. To the right of the toilet, there is a white bathtub. The floor is also tiled with white square tiles. The text "...is used to flush toilets." is overlaid on the right side of the image, with "...is used to" in black and "flush toilets." in blue.

**...is used to
flush toilets.**

**(...es utilizada para operar
sanitarios.)**

**One toilet flush
uses 3 gallons**

**(Una operación del sanitario utiliza 3
galones (11.355 Lts.))**



A single load of laundry: 40 gallons

(Una carga sencilla de lavandería: 40 Galones / 151.4 Lts.)





**10-minute shower:
50 gallons**

**(Una ducha de 10 minutos:
50 galones / 189.25 Lts.)**



Brushing with the tap running:
4 gallons

(Cepillarse con la llave abierta: 4 galones / 15.14 Lts.)



(Brushing with the tap off:)
0.25 gallons

(Cepillarse con la llave cerrada: 0.25 galones/ 0.946 Lts.)



DID YOU KNOW

(¿LO SABÍAS TÚ?)

The background of the image is a close-up photograph of parched, reddish-brown soil. The soil is cracked into large, irregular polygonal shapes, with deep, dark fissures running across the surface, illustrating the effects of extreme drought.

A water crisis is looming.

(Una crisis de agua está desarrollándose.)



**Our water sources
are under pressure.**

(Nuestras fuentes de agua
están bajo presión.)

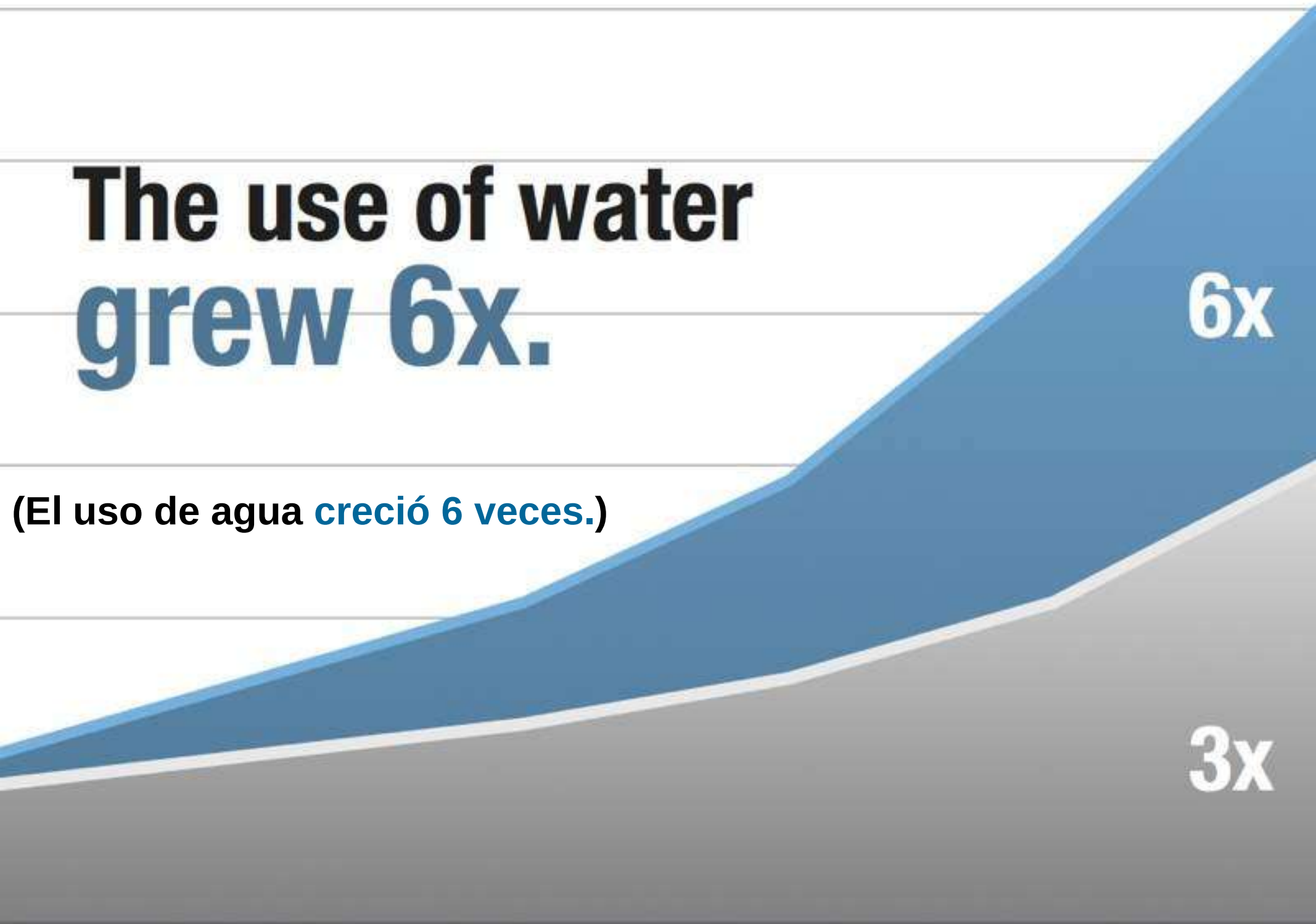
**In the 20th century
the world's population
tripled.**

(En el siglo 20 la población mundial se triplicó.)

3x

The use of water grew 6x.

(El uso de agua **creció 6 veces.**)





**By mid-century,
there will be an additional
3 billion people.**

(Para mitad de siglo, habrán 3000 millones de personas mas.)





**Most will be born in countries
already experiencing
water shortages.**

**(La mayoría nacerá en países que actualmente experimentan
carencias de agua.)**



What will that mean for water use?

(¿Qué significará eso para el uso del agua?)

**The Los Angeles basin
can support about
1 million people
with its own water.**

**(La cuenca de Los Ángeles puede soportar un millón de personas
con su propia agua.)**



**By the year 2020,
the population is
expected to reach
22 million.**

(Para el año 2020, la población se estima que alcance los 22 millones.)



El Paso and San Antonio could run out of water in 10 to 20 years.

(El Paso y San Antonio pueden quedarse sin agua de 10 a 20 años.)



A satellite image of the state of Florida and the surrounding Gulf of Mexico. The land is shown in shades of green and brown, while the water is a deep blue. The text is overlaid on the lower left portion of the image.

**Central Florida could
run out in less than 5.**

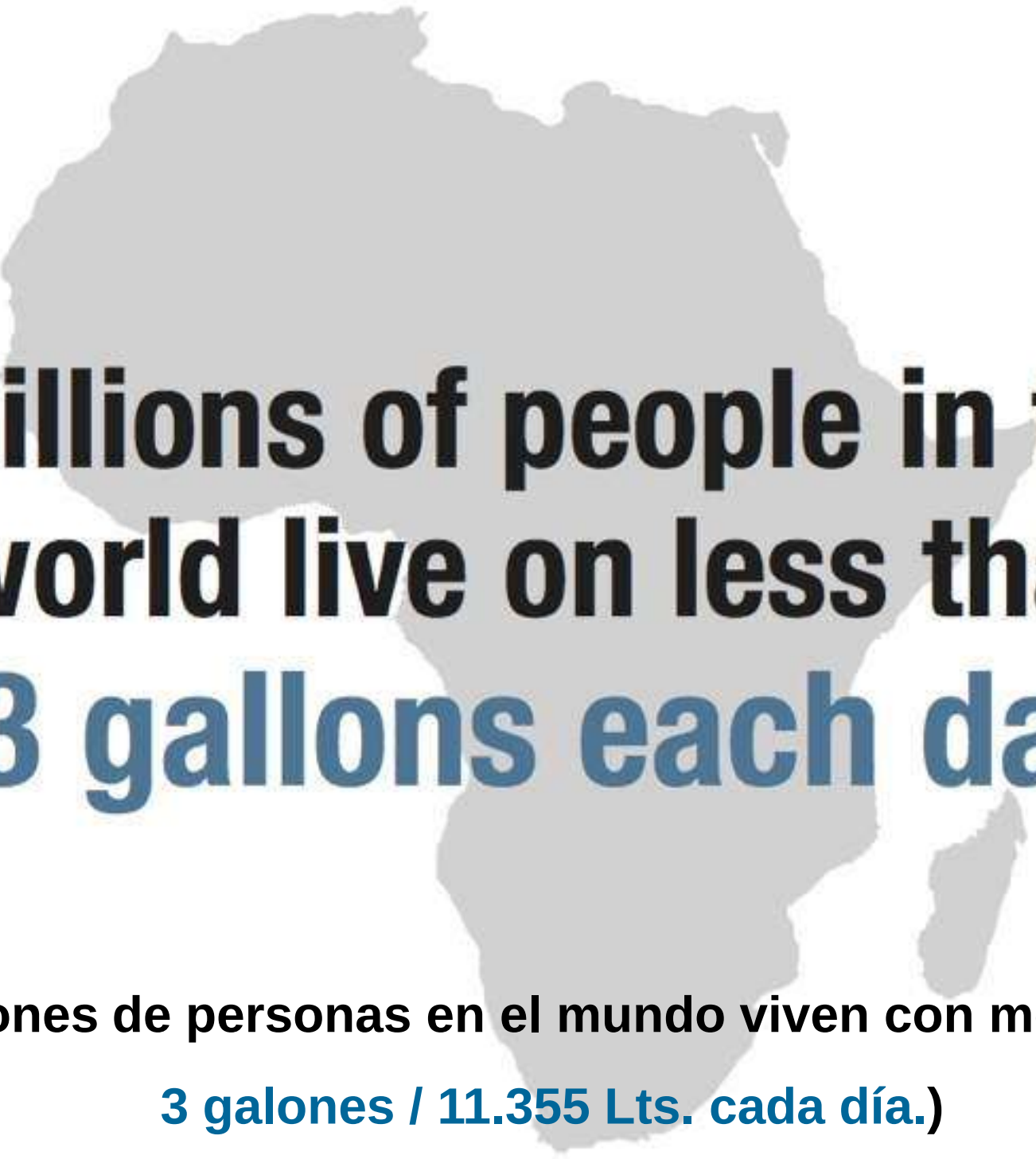
(El centro de la Florida puede quedarse sin agua en menos de 5.)



DID YOU KNOW

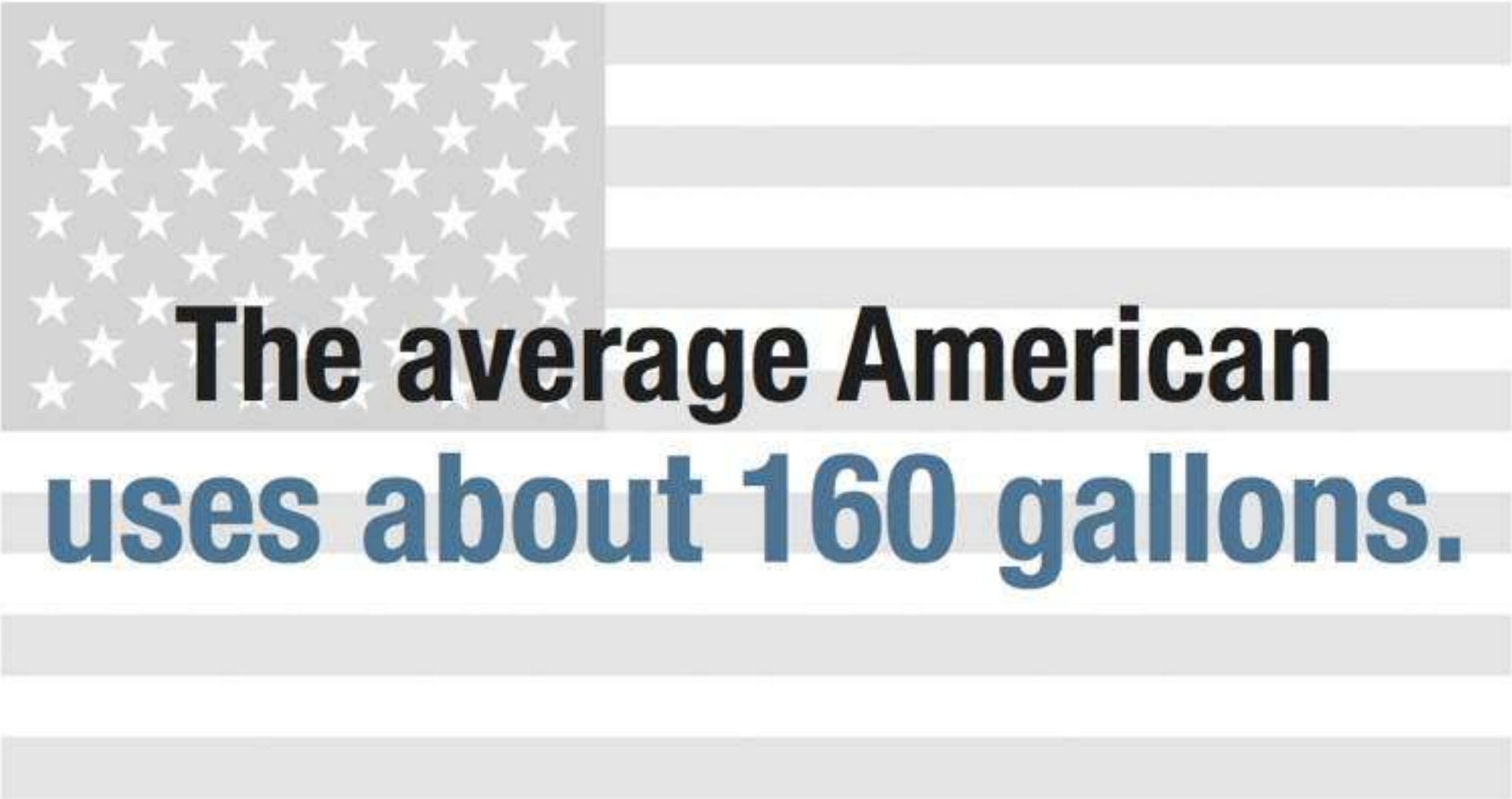
(¿LO SABÍASTÚ?)





**Millions of people in the
world live on less than
3 gallons each day.**

**(Millones de personas en el mundo viven con menos de
3 galones / 11.355 Lts. cada día.)**

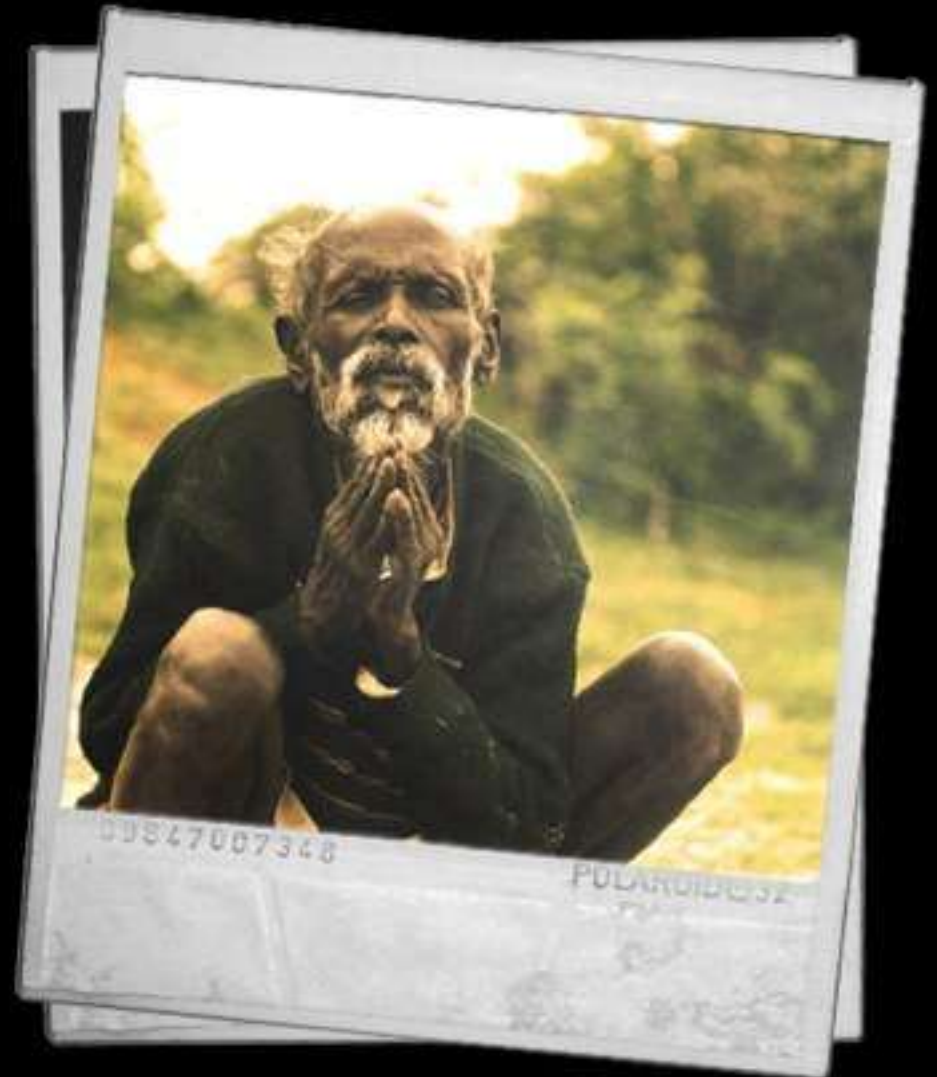


**The average American
uses about 160 gallons.**

(El americano promedio **utiliza** cerca de 160 galones / 605.6 Lts.)

**25 million refugees
were displaced
by contaminated
rivers last year.**

**(25 millones de refugiados
fueron reubicados por ríos
contaminados el año pasado.)**





**That's more than were
forced to flee from war zones.**

(Eso es más de los que fueron forzados a dejar las zonas en guerra.)

**1 in 3 people
lack access to
adequate sanitation.**

(1 en 3 gentes carece de acceso a una sanidad adecuada.)

1 in 5
don't have access
to safe drinking water.

(1 en 5 no tiene acceso a un agua segura para tomar.)



**According to the U.N., a child dies
from a water-related disease
every 15 seconds.**

(De acuerdo a la O.N.U., un niño
muere de una enfermedad relacionada
con el agua **cada 15 segundos.**)



The emerging worldwide water shortage is serious.

(La escasez de agua emergente a nivel mundial es seria.)





**It's been said,
we're going to
run out of water**

before we run out of oil.

(Se ha dicho, que vamos a quedarnos sin agua **antes de hacerlo con el petróleo.**)

**Due to over-pumping,
the groundwater in several
countries is almost gone.**

(Debido a la sobre-explotación, el agua del suelo en algunos países casi ha desaparecido.)



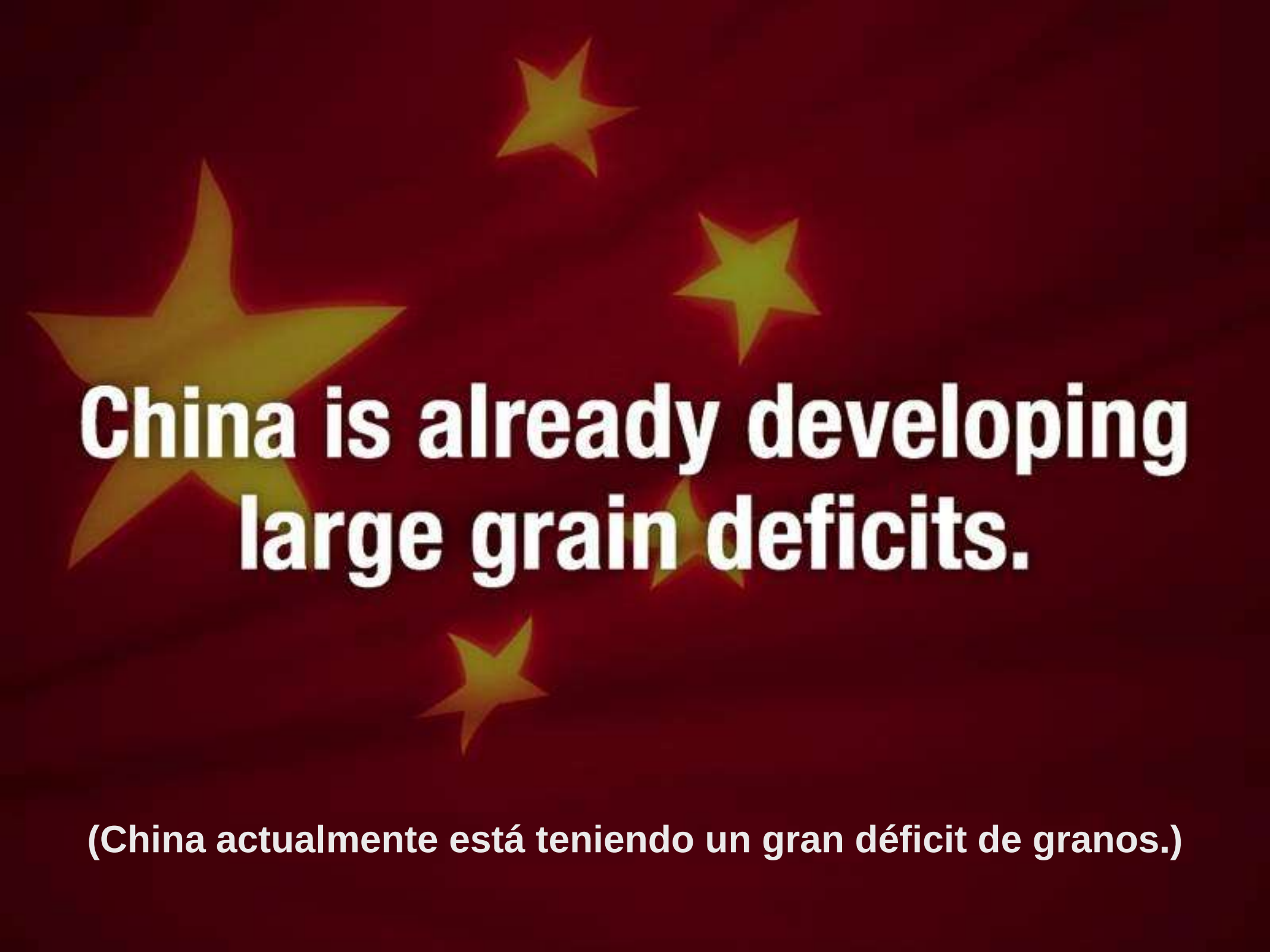
Depleted aquifers lead to cutbacks in grain harvests...

**(Acuíferos agotados conducen a recortes en las cosechas de
granos...)**



**...which lead to more food
shortages and higher prices.**

(...que llevan a más **recortes de comida y precios altos.**)



**China is already developing
large grain deficits.**

(China actualmente está teniendo un gran déficit de granos.)

A vintage map of South and Southeast Asia, showing India, Pakistan, and the surrounding regions. The map is overlaid with a dark, semi-transparent layer. The text "As are India, Pakistan, and Egypt." is written in large, bold, white letters across the center of the map. Below this, in smaller white letters, is the text "(Cómo lo están India, Pakistán y Egipto.)". The map shows various geographical features, including the Arabian Sea, Bay of Bengal, and the Indian subcontinent. Labels for countries like India, Pakistan, and Burma are visible, along with numerous city names and island groups.

**As are India, Pakistan,
and Egypt.**

(Cómo lo están India, Pakistán y Egipto.)



**Our water problem is fast
becoming a hunger problem.**

**(Nuestro problema de agua está convirtiéndose en un rápido
problema de hambruna.)**



So what does it all mean?

(¿Y qué significa todo ello?)





It's a thirsty world.

(Es un Mundo sediento.)



Industry is thirsty...

(La Industria es sedienta...)



Agriculture is thirsty...

(La Agricultura es sedienta...)



We are thirsty...

(Nosotros somos sedientos...)

**What will be
the straw that
breaks the
camel's back?**



(¿Cuál será la paja que rompa el lomo del camello?)

**It's time to give water
a second thought.**

(Es tiempo de darle al agua una segunda consideración.)



Use less.

Save more.

Advocate always.

(Usa menos.)

(Ahorra más.)

(Cuida siempre.)



NOW YOU KNOW

(AHORA LO SABES)



THIRST

(SED)