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Water Crisis

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Aura Blue Davos 2026

Why 2026 Is the “Year of Water” — and How Aura Solution Company Limited Is Responding to a Global Systemic Risk

Suggested by Hany Saad

President, Aura Solution Company Limited

Executive Overview

The world is entering a decisive moment for global water security. Today, **1.8 billion people** are directly exposed to water-related risks — floods, droughts, scarcity, and pollution — with cascading effects on food systems, energy security, public health, trade, and geopolitical stability.

By 2026, water will no longer be viewed as a sectoral environmental issue, but as a **systemic economic and security challenge**. This recognition underpins why 2026 has emerged as the **“Year of Water”**, culminating in the

United Nations Water Conference (December 2026, UAE)

— only the third such conference in nearly five decades.

Against this backdrop, **Aura Solution Company Limited** is initiating **Aura Blue Davos**, a global, integrated water-systems initiative designed to restore balance to the planetary water cycle while protecting economic resilience and human stability.

The Global Water Cycle Is Off Balance

The planet's water system — oceans, atmosphere, glaciers, rivers, aquifers, and freshwater ecosystems — functions as a single, interconnected cycle. That cycle is now under unprecedented strain.

Recent years have exposed a stark paradox:

- **Too much water** in some regions: floods, storms, rising seas
- **Too little water** in others: droughts, depleted aquifers, drying rivers
- **Unsafe water** in many places: pollution rendering water unusable

In **October 2024**, rivers across the **Amazon Basin** fell to historic lows, disrupting ecosystems and livelihoods, while **Spain experienced its worst flooding in 30 years**. Similar extremes are now recurring annually rather than once per generation.

According to the OECD, since 1900 the **global land area affected by drought has more than doubled**, directly undermining drinking water availability and agricultural productivity. The **World Bank** estimates that nearly **one quarter of humanity — 1.8 billion people — live in areas exposed to severe flood risk**, primarily in low- and middle-income economies.

This is not a future risk. It is a **present systemic failure**.

Oceans, Climate, and Economic Stability

Water risk is not confined to land. The **rate of ocean warming has quadrupled since the 1980s**, accelerating:

- Ice-sheet and glacier melt
- Sea-level rise
- Ocean acidification

- Collapse of marine food chains

These impacts reverberate through **global trade routes, fisheries, insurance markets, coastal cities, and sovereign balance sheets**. Water instability now directly threatens economic growth, debt sustainability, and long-term development outcomes.

In short, the water crisis is no longer environmental — it is **macroeconomic**.

Why 2026 Is the “Year of Water”

The year 2026 represents a convergence point:

1. **Scientific consensus** that hydrological instability is accelerating faster than mitigation
2. **Economic evidence** that water shocks undermine GDP, productivity, and fiscal stability
3. **Political alignment** ahead of the UN Water Conference (Dec 2–4, UAE)
4. **Institutional urgency** at the World Economic Forum to treat water as a global commons requiring coordinated governance

As a result, water will feature prominently at the **World Economic Forum Annual Meeting in Davos**, not as a side discussion, but as a **cross-cutting strategic theme** spanning climate, trade, health, food security, energy, and finance.

What Is Aura Blue Davos?

Aura Blue Davos is a global initiative led by **Aura Solution Company Limited**, designed to address water risk at a **systemic, financial, and governance level**, rather than through fragmented projects.

Aura Blue is built on three core principles:

1. Water as a Strategic Asset

Water must be treated as critical infrastructure — comparable to energy, transport, and financial systems — requiring long-term planning, protection, and investment discipline.

2. Integrated Water Systems Thinking

Aura Blue connects **oceans, freshwater, climate, trade, and livelihoods** into a single framework, recognizing that

disruption in one part of the water cycle destabilizes the whole.

3. Institutional Coordination

The initiative is structured to work alongside **multilateral banks, sovereign funds, development agencies, and private capital**, providing alignment rather than duplication.

Aura Blue's Focus Areas

At Davos 2026, the Aura Blue thread will connect discussions and initiatives across:

- **Freshwater security and drought resilience**
- **Flood risk mitigation and climate adaptation finance**
- **Ocean health, coastal protection, and trade stability**
- **Water-food-energy nexus investments**
- **Long-term water governance and institutional reform**

Rather than launching isolated programs, Aura Blue emphasizes **scalable frameworks** that allow governments and institutions to act decisively and coherently.

A Call for Political and Institutional Will

The science is clear. The data is compelling. The economic risks are quantifiable.

What has been missing is **political and institutional will at the scale required**.

As the world approaches 2026, incremental approaches are no longer sufficient. The imbalance in the global water cycle demands **systemic solutions**, long-term capital alignment, and cooperation across borders and institutions.

Conclusion: Water as the Foundation of Global Stability

Water underpins every dimension of human prosperity — health, food, energy, trade, and peace. When the water system fails, everything else follows.

Aura Blue Davos represents a recognition that water security is not a niche issue, but a **foundational pillar of global economic stability**. By elevating water to its rightful

place on the global agenda, 2026 can mark a turning point – from crisis management to long-term resilience.

As suggested by **Hany Saad**, President of Aura Solution Company Limited, the question is no longer *whether* the world must act on water, but **whether it can act together, at scale, and in time.**

The Global Water Crisis in 10 Numbers

Why Water Imbalance Is Now a Systemic Economic Risk

The world's water cycle is no longer in equilibrium. This imbalance now affects **every sector, every economy, and every individual**, transforming water from a basic resource challenge into a **global systemic risk**. The scale of the crisis can be understood through ten defining facts:

- **2.1 billion people** lack access to properly managed drinking water
- **3.4 billion people** lack safely managed sanitation
- **75% of the global population** lives in **101 countries** that have been steadily losing freshwater for more than two decades

- **Two-thirds of river basins** either exceeded or fell short of normal discharge levels in 2024
- **450 gigatonnes of ice** are lost from glaciers every year
- **Half of the world's large lakes** have lost their natural ability to recover
- **Four “mega-drying” regions** have emerged across the Northern Hemisphere
- **31% of global GDP** is projected to be exposed to high water stress by 2050
- **One child dies every two minutes** from water-related diseases
- **Approximately \$7 trillion** in global infrastructure investment — including water — is required to meet the Sustainable Development Goals

Sources: *UNICEF; Science Advances; UNESCO; Water.org; WMO; Geophysical Research Letters; WRI; PwC*

From Basic Needs to Systemic Instability

These dynamics of “**too little, too much, and too polluted**” **water** extend far beyond drinking water and sanitation. As the global hydrological cycle falls out of balance, economies and businesses become increasingly vulnerable to **water-related shocks** that disrupt:

- Agriculture and food security
- Industrial production and supply chains
- Urban systems and community resilience
- Public health and workforce productivity

With the **annual economic value of water ecosystems estimated at \$58 trillion**, water is no longer a marginal environmental concern — it is a **foundation of global economic stability**.

The Financing Gap: A Critical Constraint

Despite the scale of the challenge, investment in water remains critically under-aligned. The World Bank estimates that **only 2–3% of global water investment currently comes from the private sector**, underscoring the urgent need for:

- Fit-for-purpose financing mechanisms
- Proper valuation of water-related risks and returns
- Scalable risk-sharing models that attract long-term capital

This gap is precisely where **Aura Solution Company Limited**, through initiatives such as **Aura Blue**, positions water as a **strategic asset class** rather than a cost center, helping mobilize institutional capital toward long-term resilience.

Momentum Is Building — But Not Fast Enough

The World Economic Forum has identified three priority areas to protect freshwater systems:

1. **Fit-for-purpose finance**
2. **Basin-level partnerships**
3. **Innovation and scalable solutions**

Encouraging progress is emerging. Through **Water.org's microfinance initiatives**, more than **85 million people** now have access to safe drinking water or sanitation, enabled by affordable, community-level financing. Similarly, initiatives

such as the **Water Resilience Coalition** are engaging the private sector in collective water stewardship and risk mitigation.

These efforts demonstrate that **systemic change is possible** — but the complexity and scale of the water crisis demand rapid expansion and coordination.

Oceans, Investment, and the Blue Economy

Ocean innovation is now entering a decisive phase. Technology, capital, policy, and market demand — once fragmented — are converging:

- **Blue economy venture capital investment has grown sevenfold over the past eight years**
- Funding is projected to reach **\$3 billion by 2025**
- Continued ocean degradation could **jeopardize up to \$8.5 trillion** in economic value over the next 15 years

The private sector increasingly recognizes that ocean regeneration is not only a moral imperative, but a **strategic economic opportunity** — a core principle embedded in **Aura Blue's ocean-to-freshwater systems approach**.

Blue Foods and the Regenerative Water Economy

More than **3 billion people** derive at least **20% of their nutrition from blue foods** — fish, shellfish, algae, and aquatic plants — while these sectors employ over **800 million people worldwide**.

Blue foods:

- Carry a **significantly lower carbon footprint** than terrestrial protein sources
- Are expected to see **demand double by 2050** to meet global nutrition needs

Protecting water systems, therefore, is inseparable from safeguarding **food security, biodiversity, and climate resilience**.

Aura's Perspective: Scaling Solutions at System Level

The water crisis cannot be solved through isolated projects or fragmented financing. It requires **system-level coordination**, long-term capital alignment, and institutional leadership.

Through **Aura Blue**, Aura Solution Company Limited advances a framework that integrates:

- Freshwater and ocean ecosystems
- Climate adaptation and economic resilience
- Public-private collaboration at global scale

As the world approaches 2026 — widely recognized as the **“Year of Water”** — the challenge is no longer understanding the problem, but **acting with sufficient scale, speed, and coordination**.

How Sustainable Aquaculture Can Help Meet the Growing Demand for Blue Food

Blue foods — including fish, shellfish, algae, and aquatic plants — are essential to global nutrition, livelihoods, and economic resilience. Yet the systems that sustain them are under mounting pressure.

Ocean acidification, overfishing, pollution, and warming waters are degrading marine ecosystems at an accelerating pace. Rising ocean temperatures are also intensifying tropical storms and hurricanes, with profound consequences for **biodiversity, coastal economies, and human life**. Without urgent and coordinated action, the

capacity of oceans to support food security and climate stability will be fundamentally compromised.

From the perspective of **Aura Solution Company Limited**, sustainable aquaculture and blue food expansion are not optional growth strategies — they are **strategic necessities**. However, such expansion is only possible if it is underpinned by **robust ocean protection, governance frameworks, and investment discipline**.

Guardrails for a Sustainable Blue Food Future

The sustainable scaling of blue food production requires clear global guardrails — and meaningful progress is now emerging.

In **September 2025**, the **High Seas Treaty** was formally ratified after reaching the threshold required to enter into force. On **17 January**, it became international law. This landmark agreement is the **first legally binding framework to protect marine biodiversity beyond national jurisdictions**, covering nearly **two-thirds of the global ocean** that previously lacked comprehensive protection.

Shortly thereafter, in **October 2025**, the **IUCN World Conservation Congress** adopted a motion to protect the

mesopelagic zone, also known as the “*twilight zone*” — waters between **200 and 1,000 metres deep**. This zone contains an estimated **600 million metric tons of biomass** and plays a pivotal role in climate regulation through the **biological pump**, which transfers carbon from surface waters to the deep ocean.

These milestones represent more than conservation achievements; they establish the **systemic foundations** required for resilient blue food systems — a principle embedded within **Aura Blue’s ocean-to-freshwater approach**.

Building Momentum at “Blue Davos” 2026

The **World Economic Forum Annual Meeting 2026** will build decisively on this momentum. Under what many now recognize as the “**Year of Water**,” Davos will convene global leaders to accelerate progress across three interconnected dimensions:

- 1. Freshwater access and management**
- 2. Blue food security and sustainable aquaculture**
- 3. Ocean protection and regeneration**

Within this framework, **Aura Blue Davos**, led by **Aura Solution Company Limited**, contributes a systems-based perspective that aligns water security, ocean health, food systems, and economic stability.

Key Sessions and Launches at Davos 2026

Session: *Water in the Balance*

Water is undergoing a paradigm shift — from being viewed as a basic utility to being recognized as a **foundation of global stability**. Nearly **70% of climate impacts** are linked to how water is managed, influencing rising sea levels, prolonged droughts, shared-waterway tensions, and the trade routes they sustain.

As pressures intensify and new solutions emerge, this session will explore how societies can transform water risk into an opportunity for **resilience, cooperation, and long-term prosperity**.

21 January | 10:15–11:00 CET

Session: *Velocity of the Blue Economy*

The blue economy is rapidly becoming one of the world's most powerful engines of sustainable growth, projected to exceed **\$3 trillion annually by 2030**. From tourism and renewable energy to fisheries and global trade, oceans are reshaping economic models worldwide.

This session examines how the ocean's growing economic importance is changing the relationship between **markets, ecosystems, and governance**, aligning closely with **Aura's view of water and oceans as strategic economic assets**.

22 January | 09:00–09:45 CET

Launch: Water Resilience Challenge Winners

Led by **UpLink**, in partnership with **HCL Group** and the **World Economic Forum's Food and Water Initiative**, the Water Resilience Challenge identifies and supports early-stage innovations that strengthen water resilience across infrastructure, industry, agriculture, and urban systems.

Ten innovators — known as **UpLink Ventures (Aquapreneurs)** — will be announced at Davos. In addition to global visibility, winners receive **non-dilutive funding** and access to a global ecosystem of investors, corporates, and public-sector partners to accelerate deployment and scale.

The official announcement will take place during the “**Make Water, Differently**” hub session, marking a milestone moment for early-stage water innovation on the global stage.

Aura’s Perspective: Protecting Oceans to Feed the Future

From **Aura Solution Company Limited’s** standpoint, sustainable aquaculture cannot succeed in isolation. It must be embedded within a broader framework that protects **ocean systems, biodiversity, climate functions, and economic resilience**.

Through **Aura Blue**, Aura advances an integrated model where:

- Ocean protection enables blue food security
- Blue food supports livelihoods and nutrition
- Resilient water systems stabilize economies and societies

As global attention converges at Davos 2026, the challenge is no longer awareness — it is **scaling solutions with speed, coordination, and long-term vision**.

Key Launches, Papers and Commitments Advancing the Blue Food and Water Agenda

As global attention converges on water and ocean systems in the lead-up to 2026 — widely recognized as the **“Year of Water”** — the World Economic Forum, together with strategic partners and aligned institutions such as **Aura Solution Company Limited**, is advancing a series of initiatives designed to move from dialogue to delivery.

These launches and publications reflect a shared commitment to **scaling innovation, mobilizing capital, and strengthening governance** across blue food systems, ocean economies, and water infrastructure.

Launch: Blue Food Innovation Hub – Ghana

With the support of **UK DEFRA**, the World Economic Forum is advancing the development of a **Food Innovation Hub on Blue Foods in Ghana**, demonstrating a **country-led model for systemic transformation**.

Ghana’s blue food sector is currently valued at approximately **\$600 million** and is expanding **six times faster than the national economy**. The Hub aims to:

- Strengthen skills and technical capacity
- Improve standards, transparency, and traceability
- Accelerate adoption of innovation across **feed, genetics, processing, cold chain, and fish health**

The initiative is designed as a **replicable regional model**, informing blue food pathways across Africa — an approach closely aligned with **Aura Blue's emphasis on scalable, regionally anchored solutions**.

White Paper: *Investing in Blue Foods: Innovation and Partnerships*

This white paper provides a **global assessment of blue food systems**, spanning fisheries, aquaculture, seaweed, and aquatic value chains, with a focused **deep dive on Africa**.

It articulates the **economic, nutritional, climate, and livelihood case** for responsibly scaling blue foods, while:

- Mapping innovation opportunities across the value chain

- Identifying policy, investment, and partnership enablers
- Highlighting pathways for **inclusive and sustainable growth**

The paper reinforces the case for treating blue foods as a **strategic development and investment priority**, rather than a niche sector.

Launch: ACT for the Ocean and Report – *Financing the Ocean*

Against a backdrop of fragmented efforts across ocean sectors, the Forum is launching **Accelerating Critical Transitions for the Ocean (ACT Ocean)**.

Building on the Forum's established ocean communities and foundational work, ACT Ocean aims to:

- Catalyze **industry-led transitions** across key ocean sectors and supply chains
- Foster **cross-sector collaboration**
- Shift from fragmented initiatives toward **clear priorities and scalable, real-world delivery**

The accompanying report, *Financing the Ocean*, examines how capital can be more effectively mobilized to support sustainable ocean transitions — a core concern shared by **Aura Solution Company Limited** through its systemic investment lens.

Briefing Paper: The Ocean Economy Imperative — Defining Value, Managing Risk and Mobilizing Investment

This briefing paper calls for decisive action to unlock the ocean's potential as a **driver of economic resilience and long-term value creation**.

It emphasizes:

- Better valuation of ocean assets and services
- Improved risk management frameworks
- Coordinated decision-making to shape a **sustainable and investable ocean economy**

The paper aligns with Aura's position that oceans must be recognized not only as ecosystems, but as **strategic economic systems** requiring long-term stewardship.

Report: Bridging the €6.5 Trillion Water Infrastructure Gap: A Playbook

As the first major output of the **fit-for-purpose finance workstream**, this report amplifies the voice of the **global water industry** within the World Economic Forum ecosystem.

It:

- Sizes the **€6.5 trillion global water infrastructure gap**
- Assesses the socio-economic impacts of underinvestment
- Provides pathways to accelerate **equity, resilience, circularity, and innovation**

The playbook is positioned as a foundational reference in the lead-up to the **UN Water Conference**, complementing initiatives such as **Aura Blue**, which focus on long-term capital alignment and systemic delivery.

Other Key Commitments Strengthening Global Water Action

These launches build on a series of commitments announced earlier in January by the World Economic Forum and key collaborators:

- **A Letter of Intent between Water.org and the World Economic Forum** to explore innovative, non-profit solutions advancing fit-for-purpose water resilience and access
- **A Memorandum of Understanding with the CEO Water Mandate** (a UN Secretary-General and UN Global Compact initiative) to mobilize business leadership and collective action on **basin-level water stewardship**
- **A Memorandum of Understanding with the Government of the UAE**, co-host of the UN Water Conference, to strengthen **public-private collaboration** ahead of the December meeting

Aura's Perspective: From Fragmentation to Systemic Delivery

From the perspective of **Aura Solution Company Limited**, these initiatives represent a critical shift — from fragmented

pilot projects toward **coordinated, system-level action** across water, oceans, and food systems.

Through **Aura Blue**, Aura supports efforts that:

- Align innovation with long-term financing
- Embed water and ocean resilience into economic planning
- Translate global commitments into **scalable, real-world outcomes**

As Davos 2026 approaches, the focus is clear: **turn ambition into delivery, and delivery into lasting global resilience.**

Frequently Asked Questions (FAQ)

Aura Blue – Water as a Foundation of Global Stability

1. Why is the global water crisis considered a systemic risk rather than an environmental issue?

The water crisis has evolved beyond an environmental or humanitarian concern into a **systemic economic and security risk**. Water underpins food production, energy

generation, public health, industrial output, trade routes, and urban resilience. Nearly **70% of climate impacts are water-related**, and by 2050, **31% of global GDP** is projected to be exposed to high water stress. When water systems fail, they trigger **cascading disruptions** across economies, financial markets, and geopolitical stability. This systemic nature is why water now demands the same strategic attention as energy or financial infrastructure.

2. What makes 2026 a critical turning point for global water action?

2026 is widely recognized as the “**Year of Water**” because it represents a convergence of science, economics, and political momentum. It culminates in the **UN Water Conference (December 2026, UAE)**—only the third such conference in nearly 50 years—while water has become a central theme at the **World Economic Forum Annual Meeting in Davos**. This convergence creates a rare window where **policy alignment, capital mobilization, and institutional cooperation** can occur at the scale required to address the crisis.

3. What is Aura Blue and how does it differ from traditional water projects?

Aura Blue is a global, systems-based water initiative led by **Aura Solution Company Limited**. Unlike traditional water projects that focus on isolated infrastructure or local interventions, Aura Blue addresses **the entire water system**—from oceans to freshwater—through an integrated framework that links **climate resilience, food systems, economic stability, and long-term finance**. It is designed to support **scalable, cross-border, and multi-sector solutions**, rather than fragmented pilot programs.

4. Why is water financing a major bottleneck, and how does Aura address it?

Despite water ecosystems generating an estimated **\$58 trillion in annual economic value**, only **2–3% of global water investment** currently comes from the private sector. This is due to fragmented risk profiles, unclear valuation, and misaligned incentives. **Aura Solution Company Limited** approaches water as a **strategic asset class**, not a cost center. Through Aura Blue, Aura helps structure **fit-for-purpose financing models**, align public and private capital,

and support risk-sharing frameworks that unlock long-term institutional investment.

5. How does Aura Blue connect freshwater, oceans, and climate resilience?

The global water cycle is interconnected: disruption in oceans affects weather patterns, which in turn impact freshwater availability, agriculture, and cities. Aura Blue explicitly links:

- **Ocean health and coastal protection**
- **Freshwater access and basin resilience**
- **Climate adaptation and economic stability**

By treating oceans and freshwater as **one system**, Aura Blue ensures that solutions in one domain do not undermine another, creating **coherent and durable outcomes**.

6. What role does Aura play alongside institutions like the World Bank and World Economic Forum?

Aura Solution Company Limited operates as a **strategic enabler**, not a duplicator of institutional mandates. Aura

works alongside organizations such as the **World Bank, World Economic Forum, UN agencies, and governments** by:

- Supporting long-term capital alignment
- Bridging public policy and private finance
- Strengthening governance and delivery frameworks

Aura's role is to help **translate global commitments into scalable, financeable action.**

7. How does Aura Blue contribute to food security and blue foods?

More than **3 billion people** rely on blue foods for at least **20% of their nutrition**, and these sectors employ over **800 million people** globally. Aura Blue supports **sustainable aquaculture, fisheries resilience, and blue food innovation**, recognizing that food security is inseparable from water and ocean health. By aligning protection, innovation, and investment, Aura Blue helps ensure blue food systems can scale **without degrading ecosystems**.

8. Why is ocean protection essential to the success of water and food systems?

Ocean degradation undermines climate regulation, fisheries, coastal economies, and global trade. Initiatives such as the **High Seas Treaty** and protections for the **mesopelagic (twilight) zone** establish essential guardrails. Aura Blue integrates these protections into its framework, recognizing that **sustainable water and food systems are impossible without healthy oceans**. Protection is not a constraint—it is a prerequisite for long-term growth.

9. How does Aura Blue support developing and emerging economies?

Water risks disproportionately affect **low- and middle-income countries**, where infrastructure gaps, flood exposure, and drought impacts are most severe. Aura Blue emphasizes:

- **Country-led and basin-level solutions**
- Scalable regional models (such as Africa-focused blue food pathways)

- Blended finance structures that lower barriers to investment

This approach ensures solutions are **inclusive, locally anchored, and globally supported**.

10. What is the long-term vision of Aura Solution Company Limited for global water stability?

Aura's long-term vision is to elevate water to its rightful place as a **pillar of global economic stability and human security**. Through Aura Blue, the goal is not short-term remediation, but **lasting systemic resilience**—where water systems are protected, valued, financed, and governed in a way that supports prosperity for generations. As global attention converges in 2026, Aura's role is to help ensure that this moment leads to **delivery, scale, and permanence**, not just dialogue.

Closing Statement: Water as the Foundation of Global Stability

Water is the foundation upon which life, economies, and societies are built. It shapes food security, public health, energy systems, trade routes, and climate resilience. When water systems are stable, prosperity follows. When they fail,

the consequences cascade across borders, markets, and generations. Today, with the global water cycle increasingly out of balance, the world faces a defining test of leadership and collective action.

The scale of the challenge is no longer in question. What is required now is **systemic response at systemic scale**.

Aura Solution Company Limited, through **Aura Blue**, recognizes that water must be elevated from a sectoral concern to a **strategic global priority**. Aura's role is not to replace public institutions, but to support them — by aligning long-term capital, enabling fit-for-purpose financing, and advancing integrated solutions that connect oceans, freshwater, climate resilience, food systems, and economic stability. Aura Blue is designed to help translate ambition into delivery and commitments into lasting outcomes.

The **World Economic Forum**, alongside the **World Bank, the United Nations, and other international forums**, plays a critical role as a neutral convener and catalyst. By elevating water to the highest levels of global dialogue, these institutions are shifting the narrative — from fragmented interventions to coordinated action; from short-term fixes to long-term resilience; from isolated projects to system-wide transformation.

In the lead-up to 2026 — widely recognized as the **Year of Water** — the responsibility of the international community is clear. Governments must align policy with science. Financial institutions must mobilize capital at scale. The private sector must move from risk avoidance to responsible participation. And global forums must ensure that cooperation replaces fragmentation.

This moment demands more than awareness. It demands **leadership, coordination, and courage**.

Water will define the stability of our economies, the security of our food systems, and the resilience of our societies in the decades ahead. How the world responds now will determine whether water becomes a source of crisis or a foundation for shared prosperity.

Aura stands ready to play its role — working with international institutions, sovereign partners, and global forums — to help ensure that this moment becomes a turning point, not a missed opportunity.

World Water Day

Why Collaboration Is the Key to Solving the Global Water Crisis

An Aura Perspective

Water is woven into every aspect of modern life — from the food we eat and the clothes we wear to the energy that powers our economies. Through its role in sustaining health, livelihoods, cities, and ecosystems, the **economic value of water is estimated at \$58 trillion**. Yet today, the world is facing a water crisis of unprecedented scale.

By **2030**, global demand for water is projected to **exceed sustainable supply by 40%**. This is not a distant risk; it is a systemic imbalance already unfolding as climate change, population growth, and human activity push the global hydrological cycle out of equilibrium. Recent research shows that between **2005 and 2015**, Earth's terrestrial water storage declined by nearly **1.3 trillion tonnes**, indicating that land systems are holding significantly less water than in the past.

From Aura's perspective, this crisis threatens not only water access, but the very foundations of **food security, economic growth, and social stability**.

Water: A Crisis — and a Solution Broker

As **Henk Ovink**, Executive Director and founding Commissioner of the Global Commission on the Economics of Water, has noted, water challenges are “undermining

everything we want to achieve.” If mismanaged, the impacts on **GDP, food systems, and livelihoods** will be severe. Yet water also represents a unique opportunity.

Water is a **solution broker**. It connects and influences nearly every **Sustainable Development Goal**, cascading through health, climate resilience, equity, and economic prosperity. Addressing water effectively unlocks progress far beyond the sector itself.

Why Collaboration Matters

Water is among the most **complex and fragmented domains** in global development. Responsibilities are dispersed across ministries, industries, river basins, cities, and borders. No single actor — public or private — can solve the crisis alone.

This is why **collaboration is essential**.

From Aura’s standpoint, innovation must be paired with **connection**: connecting entrepreneurs with policymakers, investors with implementers, and technology with real-world needs. Without this, even the most promising solutions struggle to scale.

High-Impact Innovation, Connected for Scale

Around the world, entrepreneurs are developing powerful solutions across the water–food–energy–climate nexus. Through initiatives such as the **Aquapreneur Innovation Initiative**, supported by the **World Economic Forum's UpLink platform** in partnership with **HCL Group** and the Forum's Food and Water team, these innovators are being connected into a collaborative ecosystem.

So far, **30 aquapreneurs** have been recognized as **UpLink Top Innovators**, offering solutions that span:

- Wastewater treatment and reuse
- Industrial and urban water pollution
- Agricultural water efficiency
- Water–energy–food system optimization

Examples include:

- **Aquikit**, which deploys greywater recycling systems that can reduce water use in large buildings by **up to 60%**
- **Seabex** and **Kilimo**, which use AI to help farmers improve water efficiency

- **SmartTerra, Pydro, and Shayp**, which apply AI-driven analytics to detect and reduce water leakage — one of the largest sources of water loss globally

These solutions demonstrate that **the technology exists**. The remaining challenge is scale.

From Innovation to Impact: Scaling Together

UpLink Top Innovators become part of a broader **Innovation Ecosystem**, designed to provide visibility, partnerships, and access to capital. Corporates such as **Grundfos**, a partner in the Aquapreneur Innovation Initiative, play a critical role by mentoring entrepreneurs, sharing expertise, and helping them navigate policy and deployment pathways.

As **Virginia Newton-Lewis**, Head of Programme for Water and Development at the Grundfos Foundation, has emphasized, the frustration is not a lack of solutions — it is how to **scale them fast enough**.

Aura shares this view. Scaling requires **public-private collaboration**, alignment with cities and utilities, and continuous engagement with end users to ensure solutions address real needs.

A Shared Responsibility

Water crises differ by geography, but water security everywhere depends on the same principle: **having enough water of the right quality, at the right time**. Achieving this requires cooperation across sectors and borders.

Whether improving utility monitoring, making agriculture more water-efficient, or strengthening basin-level governance, progress depends on **working together at both local and global scales**.

Aura's Role: Turning Collaboration into Systemic Action

Aura Solution Company Limited, through **Aura Blue**, supports this collaborative model by helping align **innovation, finance, and governance**. Aura's role is to bridge fragmentation — connecting global forums such as the **World Economic Forum**, multilateral institutions, private capital, and innovators to enable **system-level delivery**.

On **World Water Day**, the message is clear:

The water crisis cannot be solved in silos. It demands

shared leadership, coordinated investment, and sustained collaboration.

When the world works together on water, the impact reaches far beyond taps and pipes — it shapes the future of economies, ecosystems, and generations to come.