

## 50 Liter Home Coalition

The 50 Liter Home (50LH) Coalition is a global, action-orientated, multi-stakeholder platform that brings together private and public organizations, policymakers, research organizations, cities and citizens to address two of the world's most pressing global challenges: water security and climate change. This unprecedented collaborative effort aims to **reinvent the future of urban water use through irresistible innovations that reduce carbon emissions and promote water security for all.**

The Coalition's inception was inspired by Cape Town, South Africa's response to a major drought and the looming prospect of "Day-Zero," the day that the city would be forced to turn off water service to all of its citizens, in 2017-2018. Cape Town residents had to significantly reduce their water use at home to only 50 liters per person per day. Other cities all over the world are facing a similar threat of "Day Zero" conditions due to severe water scarcity.

Spearheaded and co-chaired by Procter & Gamble and convened by the World Economic Forum, the 2030 Water Resources Group and the World Business Council for Sustainable Development, the 50L Home Coalition is led by a pioneering group of private sector, public sector and civil society representatives, including: Electrolux, ENGIE, Grundfos, IKEA, Kohler, P&G, and SUEZ, among others.

The 50L Home Coalition is collaborating to accelerate progress for the following United Nations Sustainable Development Goals: 6 (clean water and sanitation), 12 (responsible consumption and production) and 13 (climate action).

The Coalition's multi-stakeholder collaboration activities are focused on four main objectives:

- **Educate:** Reshape urban citizens' relationship with water to inspire and enable daily behavioral lifestyle changes.
- **Innovate:** Co-design solutions to address lack of access, water efficiency, recycling, and reuse in the home and within the wider urban water system.
- **Advocate:** Advance policy, regulatory and industry framework changes to transform at-home use and water supply/treatment ecosystems.
- **Implement:** Create a 50L model home concept and use learnings from pilots of such homes in various urban locations to inform a path to global scale.

The 50L Home was selected by the World Economic Forum as one of its Lighthouse Projects in 2020. Lighthouse Projects exemplify the ways in which stakeholders are making concrete progress to address the pressing societal, economic, environmental, technology, regional and industry challenges of our time.

In May 2021, 50L Home Coalition was recognized by Fast Company as an Honorable Mention in the General Excellence category of its 2021 World Changing Ideas Awards.

For more information, visit [www.50lhome.org](http://www.50lhome.org)

email: [info@50LHome.org](mailto:info@50LHome.org)

twitter: @50LHome

Convened by

