



UN  
2023 WATER  
CONFERENCE

NEW YORK  
22-24  
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## UN 2023 Water Conference Side Event

The New Age in Water Investment in an Age of Water Scarcity: Roundtable with  
the World's Foremost Water and Markets Experts  
March 24, 2023, 9:00-12:00, Nasdaq | Time Square | New York

Organized and sponsored by:  
GENESIS SYSTEMS, NASDAQ, and the UNITED NATIONS

On March 24, 2023, Genesis Systems, Nasdaq, and the United Nations organized a UN Side Panel Event for the UN 2023 Water Conference in order to address water markets, water scarcity, innovation, and investment with some of the world's leading water and market experts. This is the first water conference in 46 years. The panel was hosted at NASDAQ on Time Square, and the panelists and sponsors represent the following organizations: Alliance for Global Water Adaptation (AGWA), Danu Venture Group, Eight Points Asset Management, Genesis Systems, Government of the United Kingdom (UK), NASDAQ, United Nations 2023 Water Conference, Water.org, and the XPRIZE Foundation. The panel members included Ted Calaman, Paresh Ghelani, Minister Lord Goldsmith, Jay Heller, George Kearns, John Matthews, PhD, Timothy Stuckenberg, Richard Thorsten, PhD, and David Stuckenberg, PhD, who was the host and moderator of the event.

### **Water Action Agenda:**

Unequal global freshwater distribution is a key feature of economic and social upheaval happening due to scarcity. Genesis Systems pledges to use leadership, advocacy, and state of the art science and technology to create sustainable supply-side utility scale water systems from air to support demand across the world and in areas with no natural water resources. It's our mission, it's what we will do. Failure is not an option.

### **Key Issues Discussed:**

- Atmospheric water generation is a possible water source for the water crisis across the globe.
- 40% of the water used in the United States is ground water, which is very limited.
- Only 3% of the water is fresh water, it is not infinite.
- We are at "25% water scarcity" currently in the world (e.g. Cape Town, South Africa; Congo Basin, and Arizona, United States, etc.)
- 2 billion people live in water stressed areas.

- Water is needed for almost everything we see, not just for drinking but t-shirts, data-centers, and even cell phones require 3,200 gallons of water.
- The dry places of the earth are getting drier, and the wet areas of the globe are getting wetter.
- Water is present in all parts of our economy.
- Technology, innovation, and investment are needed to solve this water crisis.
- Agriculture and energy production require vast amounts of water, which is why we must find a solution.
- To solve the water crisis, “Put your money where your mouth is.” ~ Jay Heller, Nasdaq
- Water market investment is the “New Silicon Valley”, Nasdaq

**Key Recommendations for Action:**

- Taking water from the atmosphere because it contains 37 quadrillion tons of water.
- Genesis’ WaterCube®/Atmospheric Water Generation is a key solution for the world, with water recycling.
- Finding ways to store or use excess water in the wet areas of the globe and siphon or use the excess water for dry areas.
- We cannot rely on government to solve this problem; it must be with the innovators and new technology to solve it.; investors must back breakthroughs.
- We must give to the next generation a world with water.
- Financial investment is critical to help tech companies help solve the water crisis.
- Today’s children are tomorrow’s future. We must provide our children with sustainable water.
- Only 1% of investment in water goes to “nature-based solutions.” This needs to change.
- Time is out – the concrete and rebar solutions of big infrastructure will not solve scarcity. We must move to a new H2O format – federated systems that generate water at the point of need.