

# Israel's water innovation

Adi Yefet

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Ministry of Economy  
*Soulful Economy*



Israel  
NewTech

*Invest in Israel*



# WATER IS EVERYTHING

**15,400** liters  
of water to make  
one kg of BEEF



**400,000** liters  
of water to build  
a CAR



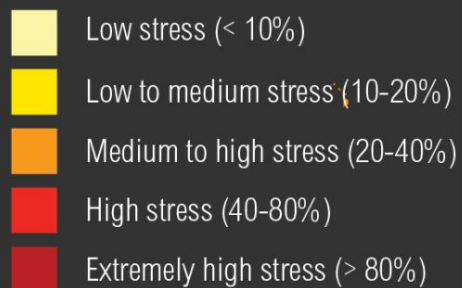
**130** liters  
of water to make  
one cup of COFFEE





## WATER STRESS BY COUNTRY

ratio of withdrawals to supply



This map shows the average exposure of water users in each country to water stress, the ratio of total withdrawals to total renewable supply in a given area. A higher percentage means more water users are competing for limited supplies. Source: WRI Aqueduct, Gassert et al. 2013

# THE DRINKING WATER CHALLENGE

As world population grows and climate changes, some basic resources are becoming scarce.

By 2050

66%

Of the world's population will suffer from shortage of drinking water.

In urban areas

25%

Of the water is being lost due to leaks and network delivery problems.

**Pricing**

**Awareness  
And  
education**

**Legislation**

**Structure**

**Business  
Models**

**Policy and  
Regulation**

# THE ISRAELI WATER SECTOR

## 5 Elements:

1. Clear Legal Framework
2. Integrated Water Management
3. Water Saving Society
4. Water Economy
5. Technology





**280** innovative companies

Water management

Water desalination

Irrigation

Urban water solutions

## Sector highlights

- Israeli systems account for 50% of the world's low-pressure irrigation systems, reducing agricultural water consumption by 30%.
- Israeli companies have installed more than 350 desalination plants in nearly 40 countries.
- Among world's lowest-cost producers of desalinated water: ~ \$0.55/m<sup>3</sup> vs \$1.00/m<sup>3</sup> world average.
- 86% of Israel's wastewater is reclaimed for agriculture – the highest percentage in the world.

DG of MOE

Head of “Israel NewTech” Program

Council  
Higher  
Edu.

Water  
Muni.

Water  
Authority

M.  
Water&  
Energy

PMO

MOE

MOFA

M.  
Education

M.  
Science

M.  
Finance

Standard Inst.  
Export Inst.  
Vocational training  
Credit  
Funding  
MATIMOP

FTA  
IPC  
Investments  
Chief Scientist

Budget



# ISRAEL NEWTECH



"All the News That's Fit to Print"

# The New York Times

VOL. CLXIV ... No. 56,882

NEW YORK, SATURDAY, MAY 30, 2015

Late Edition  
Today, clouds and sunshine, warm, humid, high 83. Tonight, a shower or thunderstorms, late, low 57. Tomorrow, a couple of thunderstorms, high 78. Weather map, Page C8.

\$2.50



**HASTERT PAYOUTS SAID TO BE LINKED TO SEXUAL ABUSE**

F.B.I. TOLD OF TOUCHING

Claims Reportedly Date to Ex-Speaker's Years as a Teacher

By MICHAEL D. SHEAR and MICHAEL S. SCHMIDT  
WASHINGTON — J. Dennis Hastert, who served for eight years as speaker of the House of Representatives, was paying a former student hundreds of thousands of dollars to see her publicly that Mr. Hastert had sexually abused her decades ago, according to two people familiar with the evidence uncovered in an investigation.

**FOLHA DE S. PAULO**

UM JORNAL A SERVIÇO DO BRASIL

CRISE DA ÁGUA

Com reúso e água do mar, Israel produz um Cantareira ao ano



**DIE WELT**

ie Israel zum Land des asserwunders wurde

she Osten ist eine der Weltregionen, denen das Wasser it. Vor wenigen Jahren war die Lage auch in Israel lich. Dann begann sich das Land und entwarf einen gen Masterplan.

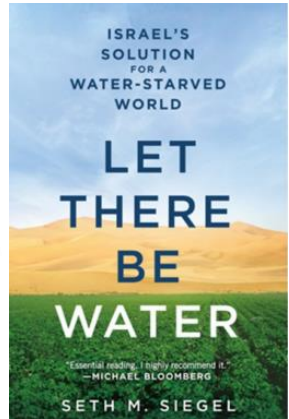
von Petrich-Lohr



Le Monde.fr

Le dessalement, recette miracle au stress hydrique en Israël

LE MONDE | 29.07.2015 à 06h35 • Mis à jour le 29.07.2015 à 17h42 | Par Marie de Vissière (Jerusalem, correspondance)



Как Израиль научился пить морскую воду

Текст: Галина Соловьева (Тель-Авив)





# Thank You!