

# ## Running dry ##

## Main ideas

- water consumption & food, especially meat
- world population grows
- incomes rise
- water is scarce due to global warming.
- 1.2b ppl: short of water
- pb of farming: farmers consume a lot of water (agriculture/crops + livestock/cattle) + also waste a lot of water



### Natural

earthquakes  
hurricanes  
floods/  
disease  
drought  
wildfires

### Manmade

global warmings  
covid-19  
disease  
drought  
nuclear accidents  
war  
pollution  
terrorism  
wildfires

### Socio-economic

starvation  
hunger  
malnutrition  
poverty  
unemployment  
SIWs

This cartoon denounces how brands and corporations only care for their public image, and do not actually do anything for the cause they ~~say~~ they are supporting. Hence the example illustrated here where a ~~fifty~~ CEO of a not-so carbon zero company asks a worker to "paint some ~~friction~~ ~~volume~~ ~~for~~ ~~the~~ ~~green~~", while referring to environment week.