

Mina Guli

is the CEO and Co-Founder of
Thirst Foundation,
the Director of the

Antarctic Science Foundation
and the
Global Water Partnership,
and an Adventurer
(more to that in a second).

When was the last time you were
really so concerned about the
rise of Water Scarcity that you
ran across 7 deserts
on 7 continents in just
7 weeks, completed
40 marathons in 40
days down 6 of the
World's great rivers
on 6 continents or 62
marathons in 62 days?

“Never” is what 7.8 billion
inhabitants of Earth would
answer.
Well, 7.8 billion minus one:

Mina Guli.


(DON'T!)

**WASTE
WATER**



(DON'T!)

**WASTE
WATER**



Too often, we've looked at these big global challenges (climate change, water...), and we say, "it's too big, and I'm just one person." The reality is that we are all capable of doing anything!

If you need one proof of that, just consider this: Mina doesn't even enjoy running.

So why would she become an ultrarunner whose message reached more than 4 billion people?



(DON'T!)

WASTE WATER

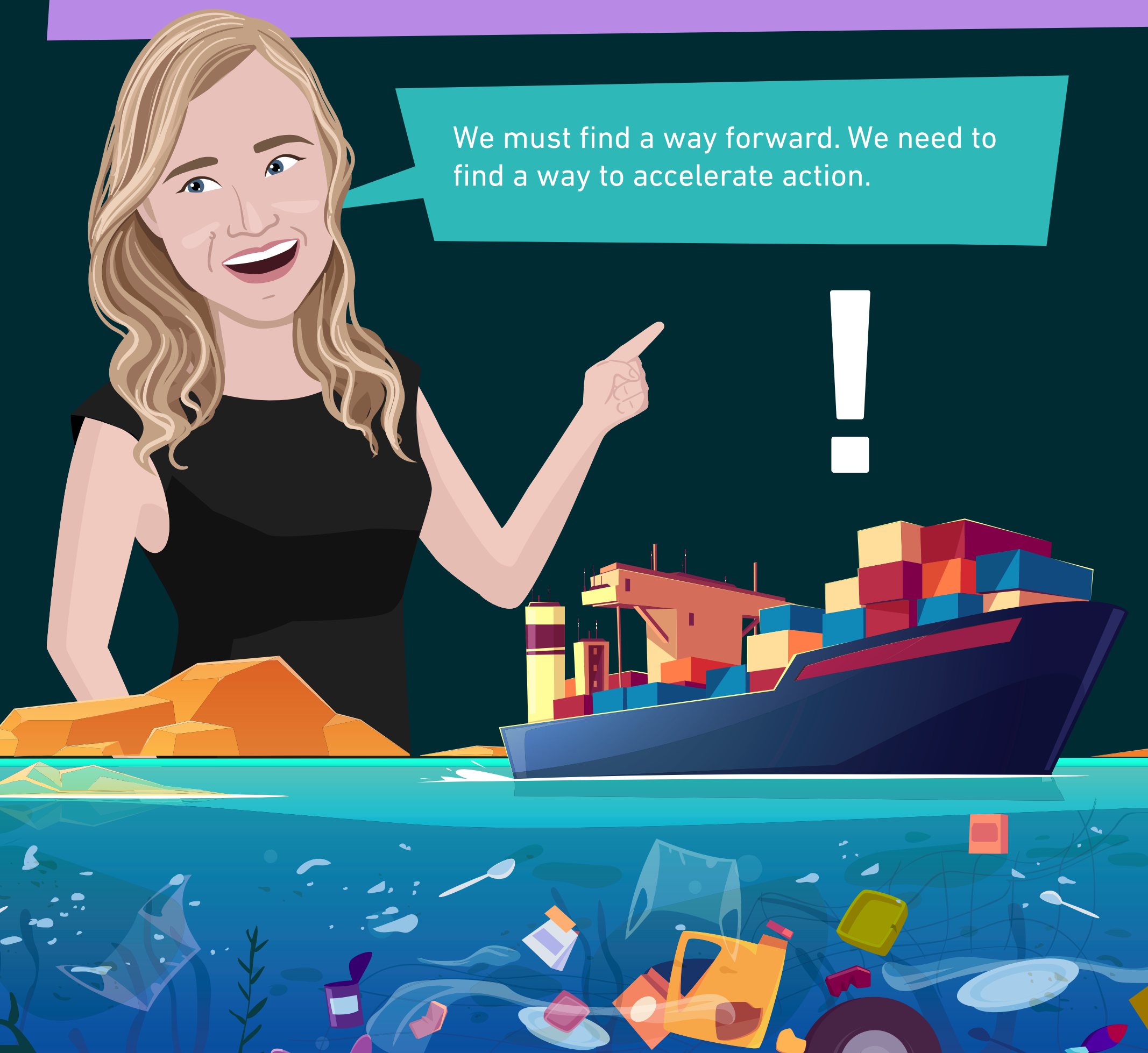
I want to use my feet to go to places at the front lines of the water crisis. I want to meet people and hear their stories and share them with the World!



And those are often scary stories where we use, abuse, and pollute water.

Shall we just accept it? Of course not!

We must find a way forward. We need to find a way to accelerate action.



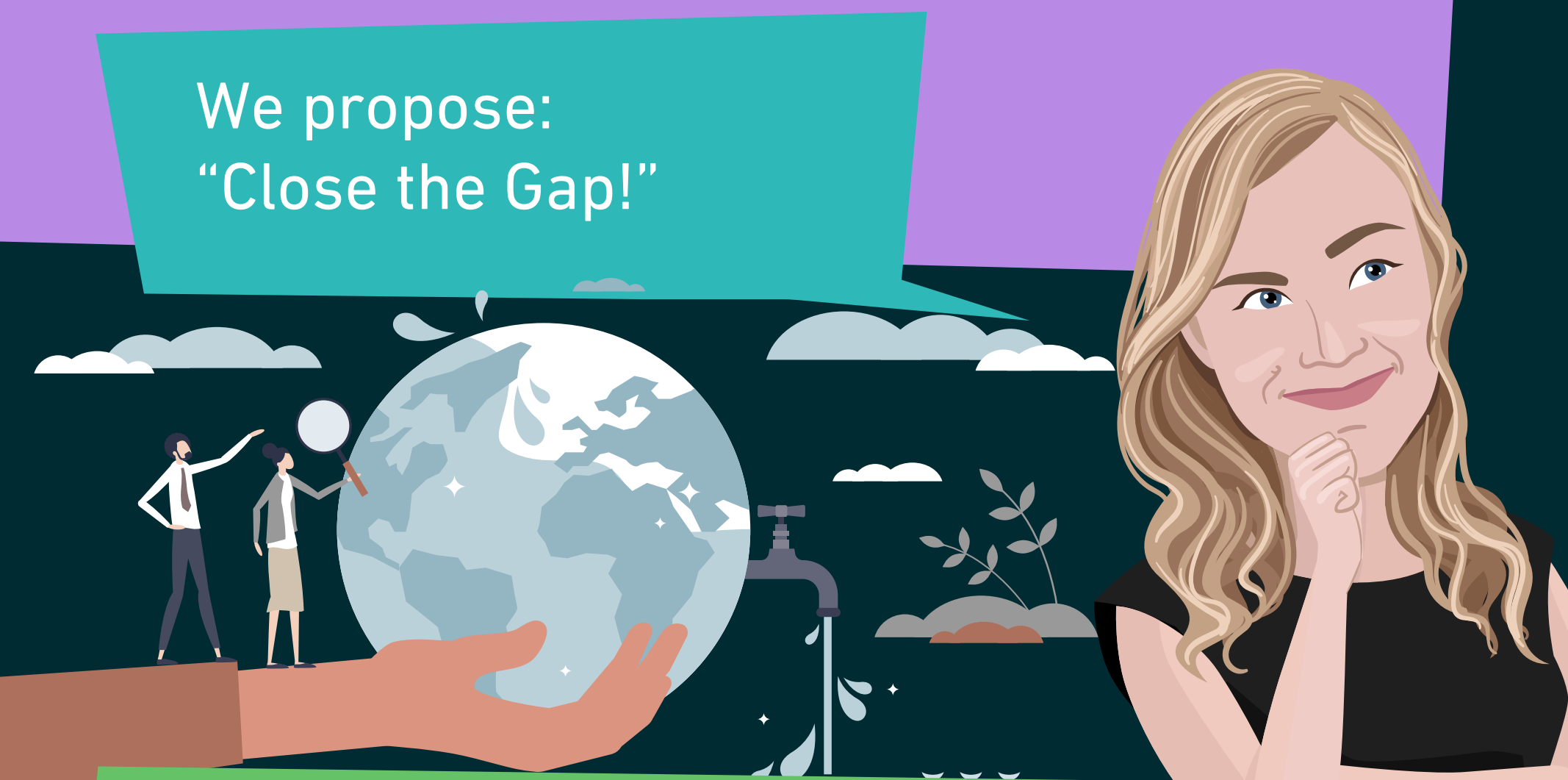
In a report she wrote with the Pollination Group, Mina proposes to look at some of the lessons from climate change and apply them to water.

(DON'T!)
**WASTE
WATER**

This goes into three steps:

1. We need a call for action Worldwide, like Climate Change has with “Net Zero”

We propose:
“Close the Gap!”



2. We need to chart a clear path forward for action



3. We need to put water onto the global agenda



(DON'T!)

**WASTE
WATER**

That unique moment is an opportunity: in 2023, the United Nations will host their big conference on water for the first time in almost 50 years.



We hence have 18 months to move together.

Challenge accepted?

We also covered:

- How there's Jeff Bezos, the Pope... and Mina on Fortune Magazine's list of the 50 greatest leaders in the World.
- How regardless of where you are on earth, Water Scarcity will impact you through the goods you consume
- How if we don't care, there's always going to be something more important or simpler than water to put on a corporate agenda
- How the right scale to ignite action might be the companies, as they are quick to act when something impacts their supply chains or their bottom line
- How water is the main ingredient in everything we grow or manufacture, and how it's not as simple as water price equals water value
- How individually you can have an impact but together we can change the World
- People filling in for Marathons 63 to 100, Agriculture as a key battlefield, the role of individuals, regulators, and policymakers... and much more!

Don't miss a single bite: head over to [dww.show!](https://dww.show/)

