

IBM and The Weather Channel Launch Forecast: Change Initiative to Help Combat Freshwater Scarcity

IBM Invests to Put Clean Water Access Front and Center on World Environment Day; The Weather Channel Becomes The Water Channel

ATLANTA/ARMONK, NY, June 7, 2019 – This week for World Environment Day, IBM (NYSE: [IBM](#)) and The Weather Company, an IBM Business, launched *Forecast: Change*, a new initiative to help combat freshwater scarcity in communities around the world. *Forecast: Change* provides resources in support of actions that are designed to help address the lack of freshwater access around the world.

By 2025 two thirds of the world's population could be living in water stressed areas[\[1\]](#). More than 2 billion people around the world lack access to safe water[\[2\]](#). Freshwater scarcity is a global issue that impacts human food security, the health of the environment, and our global economy. As the planet warms, the world has seen an increase in extreme severe storms and conditions such as flood and drought[\[3\]](#), leading to more natural disasters that can require massive relief efforts in affected areas. These changes in weather patterns can not only spell disaster for local communities, but also reduce our planet's capacity to sustainably provide clean water[\[4\]](#).

"Climate change is endangering freshwater supplies around the globe, and the number of people without clean water access – two billion currently – will grow," said Randi Stipes, chief marketing officer of IBM Watson Media and Weather. "We believe everyone deserves access to clean water, so The Weather Channel and IBM are raising social awareness and investing resources to help combat global freshwater scarcity."

Starting June 5, *Forecast: Change* will include:

- An IBM contribution of \$1 million in total market value to The Nature Conservancy (TNC) and charity: water to help provide and protect clean water. This includes cash, expert services and technology to help expand efforts of these organizations that help provide access to clean drinking water for people in climate-distressed areas.
- The Weather Channel brand, part of IBM, will raise awareness of freshwater scarcity by temporarily changing its name to "The Water Channel" from June 5-9 on web and the app, as well as on the separately-owned television network, part of Entertainment Studios.
- A dedicated IBM Code and Response hackathon in Cairo, Egypt, focused on building and deploying technologies for relief efforts around natural disasters such as flooding and drought, which can help protect accessibility to clean water.

"We're thrilled to collaborate with IBM on their *Forecast: Change* initiative and look forward to bringing clean water to thousands of people in need," said Scott Harrison, founder and CEO of charity: water.

"Many cities around the world are facing severe water supply constraints due to climate change, population growth, watershed degradation and invasive plant species." said Andrea Erickson, TNC's global managing

director for water security. "By employing technology, science, and innovative financial investments, The Nature Conservancy is showing how nature-based solutions can improve water security and offer positive benefits – like greater resilience to climate change – to impacted communities."

Visitors to The Weather Channel app and weather.com can take action to help support clean water for all by:

- **Learning about access to clean water** -- Check your forecast on The Weather Channel app or weather.com to learn more about water scarcity and help support clean water access.
- **Understanding your personal water footprint** -- Everything you use, wear, buy, sell and eat takes water to produce. For instance, a new pair of jeans can take 1,800 gallons or more of fresh water to make. That's enough to provide a family of four with clean water for months[5]. Get more details at TheWaterChannel.org.
- **Practicing conservation** -- Go to TheWaterChannel.org to learn more, participate in monthly conservation challenges, and find out how you can help make an impact on world water health.

Tech for Good

Additionally, the IBM [Code and Response](#) initiative, which seeks technology solutions for natural disaster preparedness, response and recovery – and works to implement them – will hold the [Code for Cairo](#) hackathon for developers June 22-24. Developers will focus on solutions for natural disasters related to flooding and drought, which can help protect accessibility to clean water.

As part of its initiative focusing on the availability of fresh water, IBM also is working with the Jefferson Project, led by IBM Research, which aims to create a blueprint for the future protection and preservation of fresh water around the world. The Jefferson Project captures and analyzes IoT data to track water quality of Lake George in the northeastern area of New York State. IBM Research is also [working](#) to find safe water for remote parts of Kenya. Recently announced, The Freshwater Trust and SweetSense Inc. are collaborating with IBM to use IoT and blockchain technology to make groundwater usage sustainable, in an effort to tackle water shortages relating to drought.

IBM combines leading AI and cloud technology to predict extreme weather and help people and businesses prepare and respond. For example, IBM's global network of Resiliency Services Centers support hybrid cloud and AI to help clients combat disruptions resulting from extreme weather, as well as from cyber threats and other crises. The company provides technology to help solve global efforts like natural disaster relief, access to clean water, and climate change.

About *Forecast: Change*

To learn more about *Forecast: Change*, visit TheWaterChannel.org.

About IBM

For further information about IBM please visit www.ibm.com/services.

About charity: water

charity: water is a nonprofit organization bringing clean and safe drinking water to people in need around the world. With a radically transparent model that sends 100% of public donations straight to the field, charity: water funds sustainable water projects for communities in need and works with local partners to implement them. The organization proves every project, using innovative technology and powerful storytelling to connect donors with their impact. Since 2006, charity: water has funded more than 38,000 water projects in 27 countries to bring more than 9.6 million people access to clean water, hygiene and improved sanitation. Learn more at charitywater.org.

About The Nature Conservancy

The Nature Conservancy is a global conservation organization dedicated to conserving the lands and waters on which all life depends. Guided by science, we create innovative, on-the-ground solutions to our world's toughest challenges so that nature and people can thrive together. We are tackling climate change, conserving lands, waters and oceans at an unprecedented scale, providing food and water sustainably and helping make cities more sustainable. Working in 72 countries, we use a collaborative approach that engages local communities, governments, the private sector, and other partners. To learn more, visit www.nature.org or follow @nature_press on Twitter.



[1] United Nations, <http://www.unwater.org/water-facts/scarcity/>

[2] Water Mission, <https://watermission.org/global-water-crisis/>

[3] National Climate Assessment, <https://nca2014.globalchange.gov/highlights/report-findings/extreme-weather>

[4] [watercalculator.org](https://www.watercalculator.org), <https://www.watercalculator.org/water-use/climate-change-water-resources/>

[5] Information courtesy of UN.org and [watercalculator.org](https://www.watercalculator.org)

Additional assets available online:  [Video](#) 

<https://newsroom.ibm.com/2019-06-07-IBM-and-The-Weather-Channel-Launch-Forecast-Change-Initiative-to-Help-Combat-Freshwater-Scarcity>