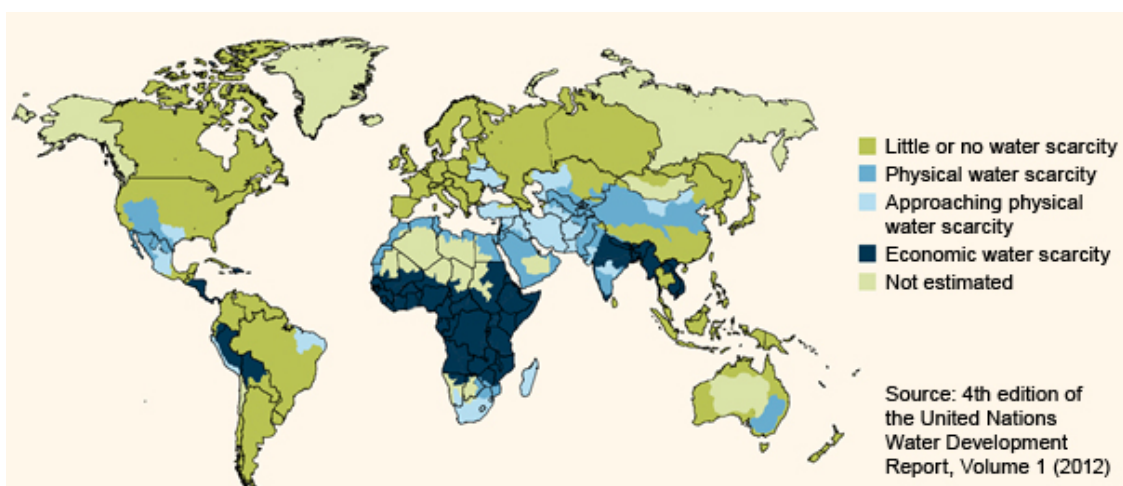




The theme of the 2013 [World Day to Combat Desertification](#) is drought and water scarcity.

Freshwater is valuable. Of all the water on Earth, only 2.5 per cent is freshwater. And of all this freshwater, the total usable supply for ecosystems and humans is less than 1 per cent. When demand for water exceeds available supply, it results in water scarcity.

Drylands are particularly vulnerable to water scarcity. The projected intensification of freshwater scarcity will cause greater stresses in drylands. While each person needs at least 2,000 cubic meters of water for human well-being and sustainable development every year, on average, people in the drylands have access to only 1,300 cubic meters.



The goal of the 2013 World Day to Combat Desertification is to create awareness about the risks of drought and water scarcity in the drylands and beyond, calling attention to the importance of sustaining healthy soils as part of post Rio+20 agenda, as well as the post-2015 sustainable development agenda.

This year's slogan, "Don't let our future dry up" calls for everyone to take action to promote preparedness and resilience to water scarcity, desertification and drought. The slogan embodies the message that we are all responsible for water and land conservation and sustainable use, and that there are solutions to these serious natural resource challenges. Land degradation does not have to threaten our future.

**Please help spread the word through [social media](#) , sharing the graphics and using the hashtag #WDCD2013.**

You are invited to share photos and news from *your* events by posting them on the [Facebook page](#) .

**Source:** [United Nations Convention to Combat Desertification](#) ( [UNCCD](#) )