



Entrepreneur, activist and author



OSG invites you to a presentation by

Seth M. Siegel

**“Can a Desert Nation Help Solve the World’s
Water Shortage?”**

followed by a Q&A session

Tuesday, 31 January - 16h00

CC2

Organised in the context of *The Coffees of the Secretary-General*

Seth M. Siegel is a writer, lawyer, activist, and serial entrepreneur.

Seth is the author of the New York Times bestseller *Let There Be Water: Israel's Solution for a Water-Starved World*. His essays on water and other issues have appeared in *The New York Times*, *The Wall Street Journal*, the *Los Angeles Times*, and in leading publications in Europe and Asia.

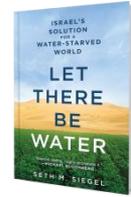
Seth is the Daniel M. Soref Senior Water Policy Fellow at the University of Wisconsin-Milwaukee School of Freshwater Sciences. He is a Senior Advisor to Start-Up Nation Central, an Israeli non-profit that connects government, NGO and business leaders to the relevant people, companies and technologies in Israel. Seth is also a member of the Council on Foreign Relations.

Seth has spoken on water issues around the world and at venues in nearly 60 US cities, including the United Nations, the World Bank and at Google's headquarters, and at more than a dozen major college campuses, including Harvard, MIT, Princeton, Yale and Stanford University. Foreign editions of *Let There Be Water* are now available or in production in ten countries including China, Japan, Vietnam and the Czech Republic. He has also spoken at Davos, in the US Congress and in the Czech Parliament.

Seth is the co-founder of several companies, including Beanstalk, the world's leading trademark brand extension company, which he sold to Ford Motor Company. He was also a Producer of the Tony Award-nominated Broadway revival of *Man of La Mancha*. Seth sits on the board of several not-for-profit organizations.

All of the profits from sales of *Let There Be Water* are being donated to charity.

Let There Be Water



The world faces a global water crisis. Climate change, population growth, pollution of water resources and failing infrastructure all threaten our existing water supplies – and the problem is getting worse. Despite a rapidly growing population, a vibrant economy and its location mostly in a desert, Israel has arguably the world's best water resource management.

In *Let There Be Water*, author Seth M. Siegel tells the story of how Israel has been jumping ahead of the water-innovation curve for decades. As the world enters a long period of water scarcity, Israel is a model for what the world must do with its precious water resources.

Siegel has been a strong voice for action before audiences around the world, advocating awareness before the water problem becomes a humanitarian crisis.

Website: www.SethMSiegel.com

Twitter: @SethMSiegel