

Water Conservation For A Growing World

Where is the water?

2% Trapped in Icebergs

1% Fresh Water

97% Saltwater

Where the water goes...



Not Potable

Available for use

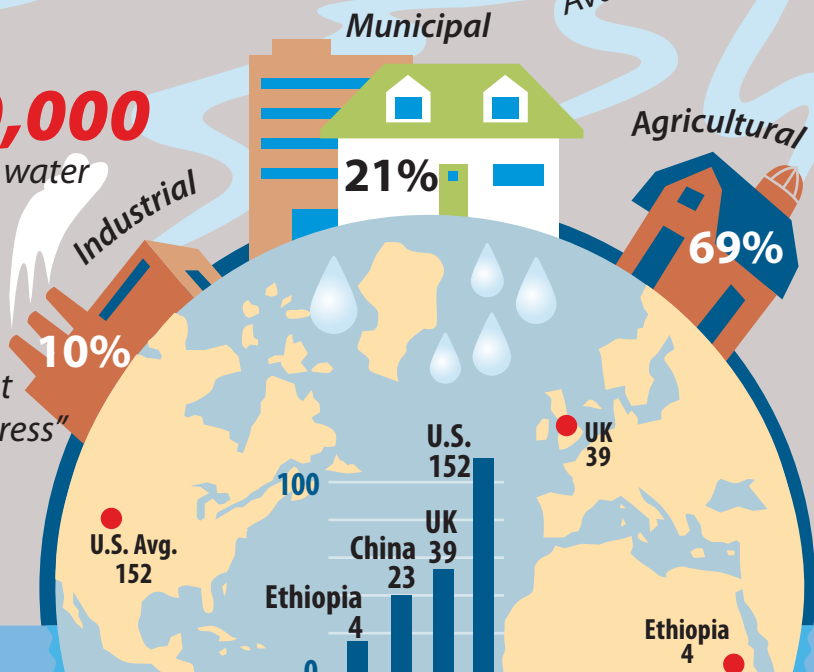
PROBLEM:

5,300,000,000

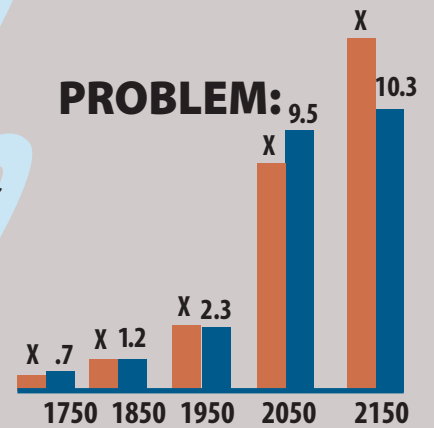
people will suffer from water shortages by 2025

48

UN estimate of the number of nations that will face freshwater "stress" or "scarcity" by 2025



PROBLEM:



World Population Growth in billions

Water Usage in number of gallons per ?

1 Water Transfers



Colorado River

35 Million

The number of people in 7 states served by the sharing of the water in the Colorado River Basin, up 10 million people from 1990-2008. Per capita water usage is DOWN 1% in the same time period.



Reuse

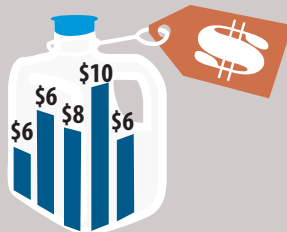
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The number of gallons of gray water produced per person per day in the United States; water that could be re-used for other purposes, such as irrigation.

3 Repricing

\$350

The average price charged in the US per year, per household for water. The same amount would cost \$1,700 in Guatemala City.



4 Alternative Plant Selection

60%

The amount of water a typical household could save each year by switching their outdoor landscaping to low-water-use grasses, wildflowers and/or plants native to the area.

5 Desalination

6.8 BILLION

The number of gallons of freshwater produced DAILY by the world's 13,600 desalination plants. This represents less than 1% of the world's needs.

6 Efficient Irrigation



5

The number of easy steps to save the most water with an automatic irrigation system.

HOW?

Design: Proper design ensures proper coverage and no overlap or overspray
Installation: Critical to the proper operation of the system

Products: The latest technology, such as smart controllers, can save the most water

Use: Even the best system must be programmed and used properly to save water

Maintenance: Prevents leaks and other water-wasting problems

SOLUTIONS