

Water Conservation For A Growing World

Where is the water?

2% Trapped in Icebergs

1% Fresh Water

97% Saltwater

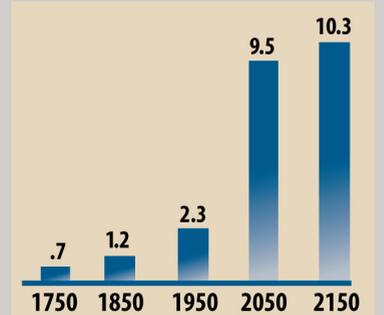
Where the water goes...

PROBLEM:

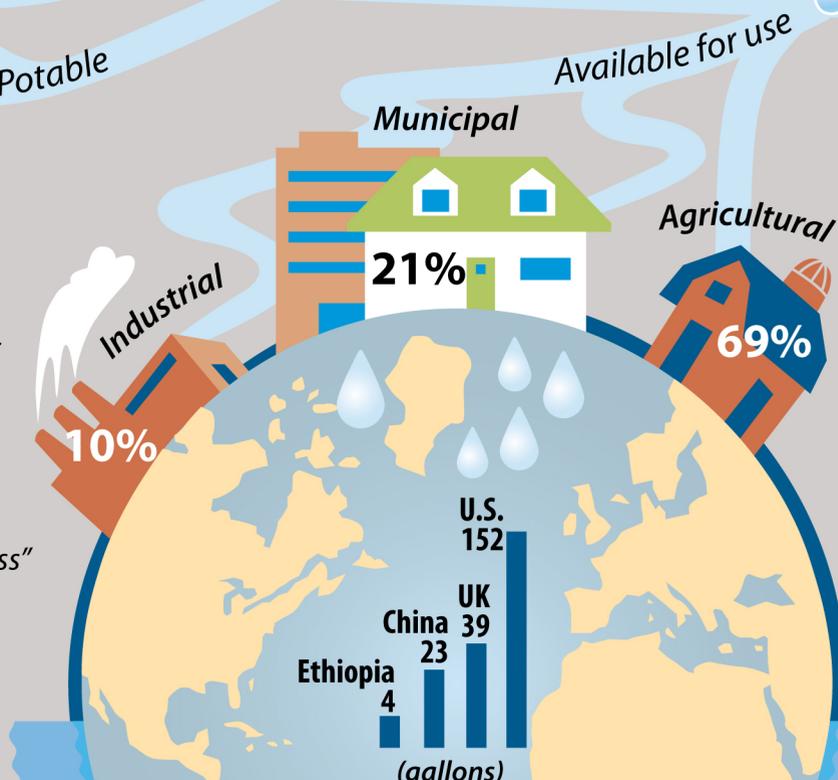
5.3 billion
people will suffer from
water shortages by 2025

48
UN estimate of the
number of nations that
will face freshwater "stress"
or "scarcity" by 2025

PROBLEM:



World Population Growth in billions



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.



40

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.

2 Reuse

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.



3

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.

4

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.

5

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

Product: 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