

TRANSFORMING WATER: WATER EFFICIENCY AS INFRASTRUCTURE INVESTMENT

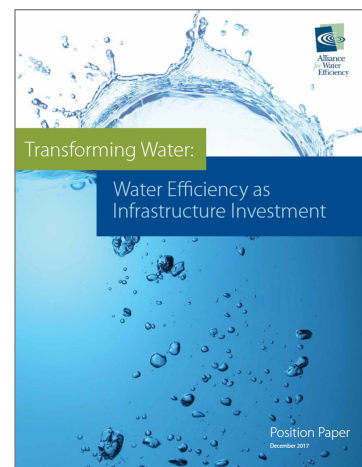
INVESTMENTS IN WATER EFFICIENCY CAN DELIVER ECONOMIC BENEFIT AND SUSTAINABLE SOLUTIONS

Water efficiency programs have an established track record as cost-effective long-term public resource investments. A recent analysis quantitatively examined the short-term economic growth impacts of water efficiency investments, specifically in terms of job creation, income, GDP, national output, water savings, and other benefits. The results demonstrate that the economic benefits of water efficiency investments are comparable to other public infrastructure investments but with added advantages.

What are some of the added advantages of investments in water efficiency?

Investments in efficiency:

- Can be deployed in short time frames
- Can be readily scaled according to need
- Can be implemented in lower-income areas where appliance stocks tend to be older and less efficient
- Have long-term economic, social, and environmental benefits
- Are “no-regret” investments



What economic benefits would investments in efficiency generate if broadly distributed throughout the national economy?

1. Economic output benefits would range between \$2.5 and \$2.8 billion per billion dollars of direct investment.
2. GDP benefits would range between \$1.3 and \$1.5 billion per billion dollars of direct investment.
3. Employment potential would range between 12,000 and 26,000 jobs per billion dollars of direct investment.

Direct investment on the order of \$10 billion in water efficiency programs can boost U.S. GDP by \$13 to \$15 billion and employment by 120,000 to 260,000 jobs and could save between 6.5 and 10 trillion gallons of water, with resulting energy reductions as well.

Investing in water efficiency now will, over the longer term, boost U.S. manufacturing, help advance national energy policy, promote sustainable resource use, contribute towards GHG emissions reduction, and lessen mounting regional conflicts over water resources.