



Alliance
for Water
Efficiency

Alliance *for* Water Efficiency

A VOICE AND A PLATFORM FOR WATER USE EFFICIENCY AND WATER
CONSERVATION THAT HAS NEVER BEFORE EXISTED, BRINGING A CRITICAL
NEW PERSPECTIVE TO AN INCREASINGLY THIRSTY NORTH AMERICA.

WHO ARE WE?

The Alliance for Water Efficiency is a new broad-based non-profit organization based in Chicago and dedicated to the efficient and sustainable use of water. It brings together a diverse range of stakeholders to advocate for water-use efficiency and conservation.

We need your help to succeed!

We all have a stake in the efficient use of our water resources. Providing safe drinking water, maintaining economic competitiveness, and protecting ecosystems are all advanced by improvements in water use efficiency. Reducing water demand is often the lowest cost option for developing new supplies, and in the future, it may be the only option. But widespread water-use efficiency requires strong advocacy and hard work, the kind of effort that the Alliance for Water Efficiency will provide.

We need to be prepared.

WHAT IS THE PROBLEM?

UNRELIABLE WATER SUPPLIES

According to the U.S. General Accounting Office, more than 36 states will experience water shortages within the next ten years, even under non-drought conditions.

SKYROCKETING COSTS OF PROVIDING DRINKING WATER

With a growing population and an aging water supply infrastructure, the U.S. EPA reports that we need to invest more than \$150 billion over the next 20 years to maintain water quality and public health. Every drop of water saved can help eliminate or postpone the need for costly infrastructure investments and help reduce utility operating costs.

CHANGING CLIMATE

A consensus of leading scientists from the National Oceanographic and Atmospheric Administration and the National Center for Atmospheric Research foresee that droughts will expand across North America at least through 2040, and perhaps longer. Building more large reservoirs may not be a viable solution because of a lack of water to fill them.

INCREASING IMPACTS TO THE ENVIRONMENT

Rivers and estuaries are suffering from reduced freshwater flows needed to sustain fisheries and other aquatic life. Water shortages affect environmental flows, and increased withdrawals of water for meeting urban needs are further impacting sensitive ecosystems. Even the Great Lakes—the largest body of freshwater in the world—are facing shortages and environmental challenges.

Alliance for Water Efficiency

NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD. INDEED, IT IS THE ONLY THING THAT EVER HAS.

— MARGARET MEAD

WHAT CAN BE DONE?

THE ALLIANCE FOR WATER EFFICIENCY WILL HELP ADDRESS THESE CHALLENGES

The Alliance was formed in 2007 by a diverse group of stakeholders to be the North American advocate for water issues as well as the preeminent source of information on water efficiency programs and products.

Our Board of Directors includes leaders from:

- water utilities
- industry
- government
- academia
- environmental groups
- planning organizations
- manufacturers and distributors
- consulting and law firms
- water consumers

Our membership will include an even broader array of interests.

Our mission is to promote the efficient and sustainable use of water—to ensure a safe and secure water future that maximizes our precious resources. The Alliance for Water Efficiency will provide a voice and a platform for water use efficiency and water conservation that has never before existed, bringing a critical new perspective and clout to an increasingly thirsty North America.

HOW DO WE BENEFIT YOU?

The Alliance for Water Efficiency has already embarked on seven key tasks to support and enhance water conservation efforts, providing benefit to water utilities, water conservation professionals, planners, regulators, and consumers:

1. STAND AS A CLEAR AND AUTHORITATIVE NATIONAL VOICE *for water efficiency.*

The Alliance for Water Efficiency will be a forceful advocate for the sustainable use and stewardship of our precious water resources.

2. PROVIDE COMPREHENSIVE INFORMATION *about water-efficient products, practices, and programs—what works and what doesn't.*

The Alliance for Water Efficiency will create and maintain a web-based water conservation clearinghouse that offers product information, best practices specifications, research reports, training materials, program descriptions, codes and standards, program evaluation tools, drought planning and response, and professional expertise.

3. REPRESENT THE INTEREST OF WATER EFFICIENCY *in the development of codes and standards.*

Codes and standards that mandate water efficiency have driven significant water-use savings. The Alliance for Water Efficiency will provide knowledgeable representation in standards writing and advocacy.

4. TRANSFORM THE MARKET *for fixtures and appliances.*

Consumers want to do the right thing, and water efficiency should be an easy choice. The Alliance for Water Efficiency will help ensure that efficient products are available, tested, and clearly labeled.

5. COORDINATE WITH GREEN BUILDING INITIATIVES *to institutionalize water efficiency.*

New green building programs are working to integrate water conservation into other efficiency practices. The Alliance for Water Efficiency will coordinate these efforts to ensure that water savings are part of the overall effort.

6. TRAIN WATER CONSERVATION PROFESSIONALS.

Water efficiency is a diverse field drawing upon a broad range of disciplines. The Alliance for Water Efficiency will develop core curriculum and technical training materials, and it will work with colleges and universities, trade organizations, and other educational entities to support the development of a professional water conservation work force.

7. EDUCATE WATER USERS.

Good consumer education is key to the long-term success of water conservation efforts. The Alliance for Water Efficiency will provide up-to-date information on water efficient products, practices, and behaviors for the general public.

HOW CAN YOU HELP?

OUR SUCCESS DEPENDS UPON YOUR SUPPORT

We cannot succeed without your help and participation. Fulfilling our vision for the Alliance for Water Efficiency requires real and positive support.

BENEFITS OF MEMBERSHIP

ABILITY to be part of a broad-based organization representing water utilities, policy makers, environmental groups, energy efficiency advocates, product manufacturers and academia

ACCESS to an extensive North American network of water efficiency professionals for advice and guidance, by phone or e-mail

ABILITY to participate actively in an organization committed to progressive action in water efficiency policy

ACCESS to the latest national news updates and developments

REPRESENTATION at national codes, standards, and green building meetings to design effective water efficiency requirements

ACCESS to the latest research and case studies on water conservation programs through a comprehensive clearinghouse web site



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*The Alliance is a 501(c)(3) organization —
all dues (contributed funds) are tax-deductible.*

**THE MISSION OF AWE IS TO PROMOTE THE
EFFICIENT AND SUSTAINABLE USE OF WATER.**



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**WHEN THE WELL'S DRY, WE KNOW THE WORTH OF WATER.
— BENJAMIN FRANKLIN**