

# Water Conservation For A Growing World

Where is the water?

**2%** Trapped in Icebergs

**1%** Fresh Water

**97%** Saltwater

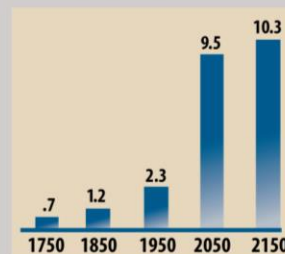
Where the water goes...

## PROBLEM:

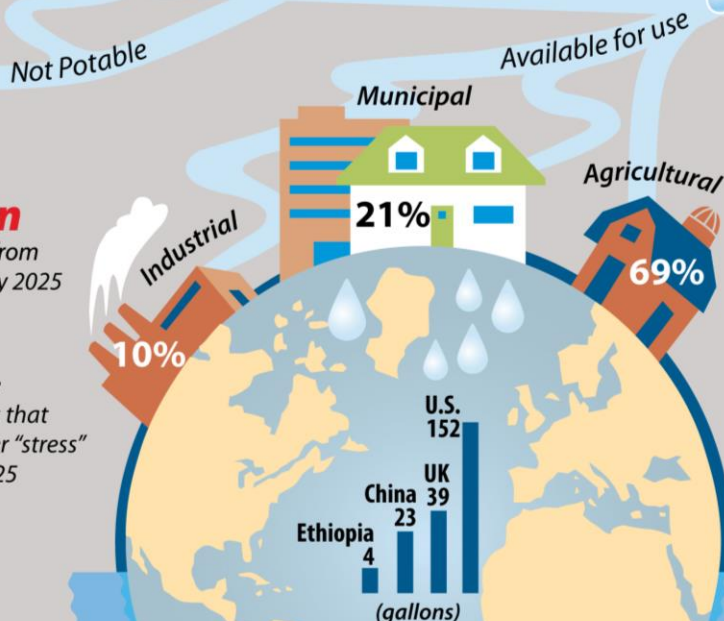
**5.3 billion** people will suffer from water shortages by 2025

**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.



## 2 Reuse

**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.

**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.

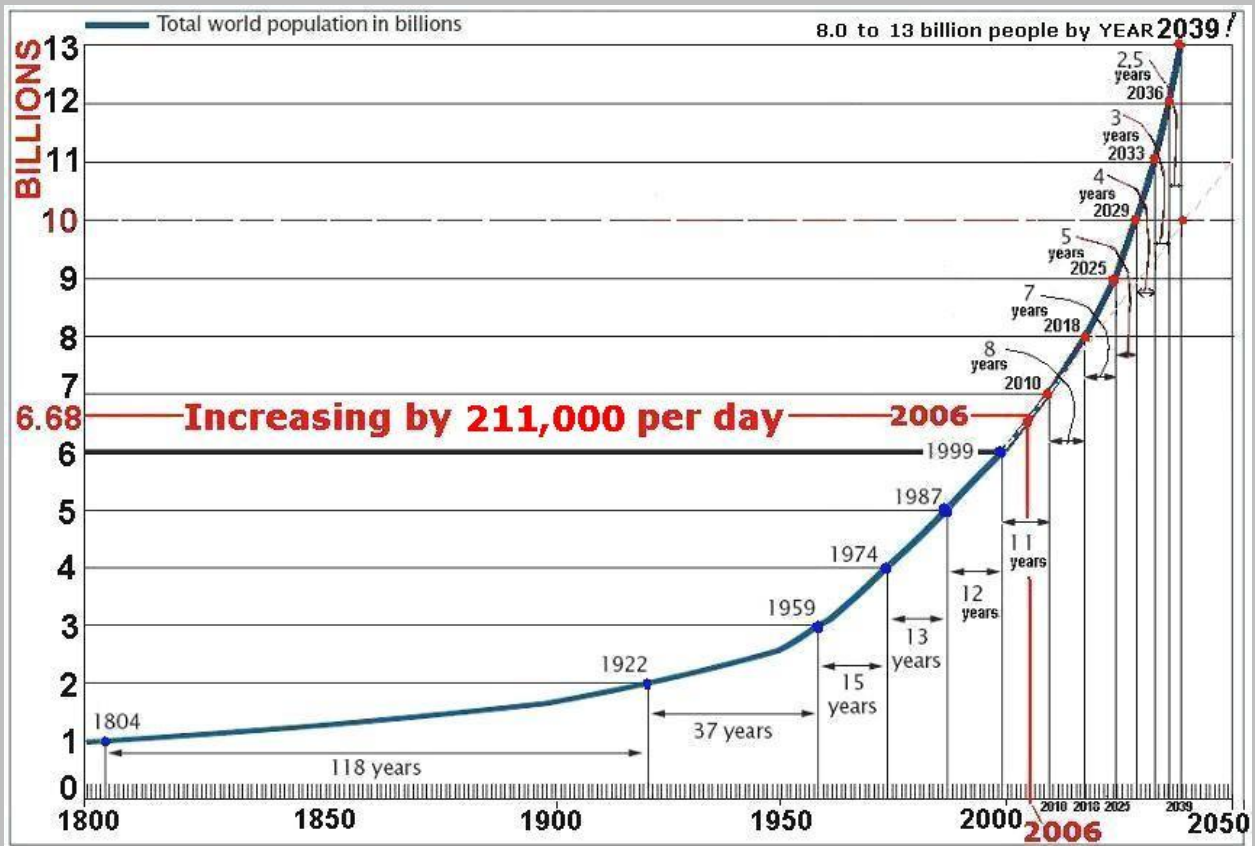
## 6 Efficient Irrigation



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

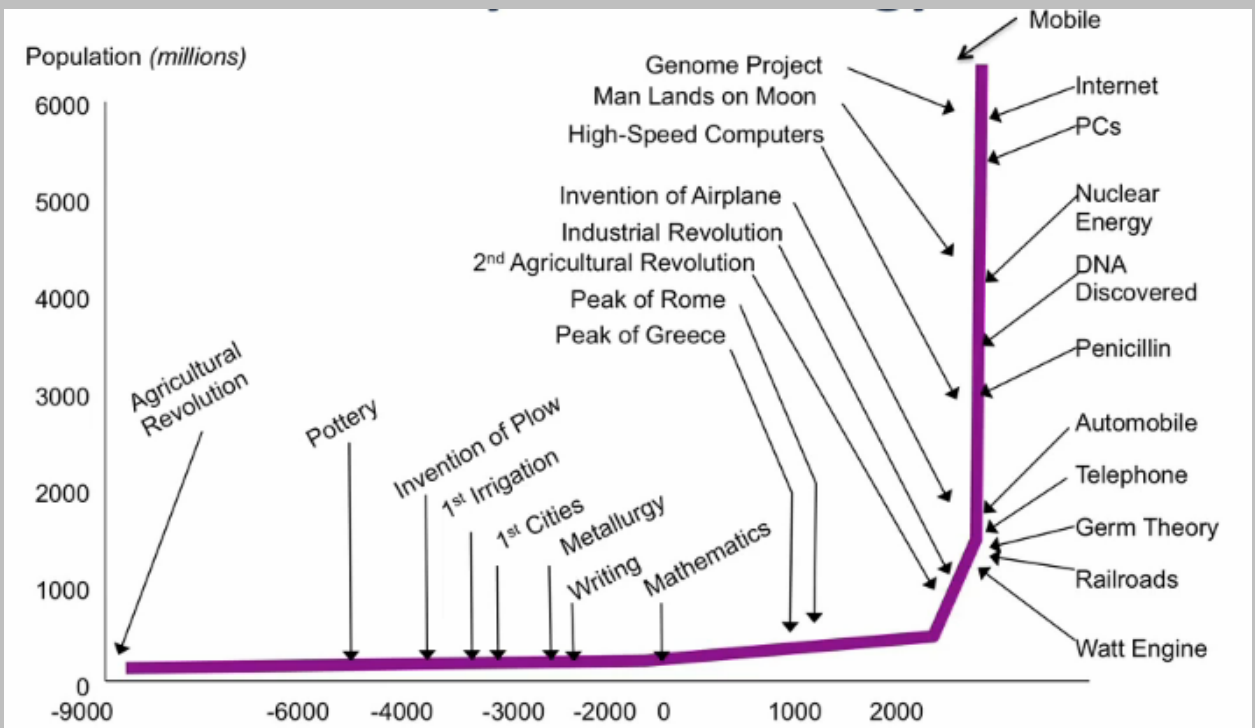
**HOW?**  
**Design:** Proper design ensures proper coverage and no overlap or overspray  
**Installation:** critical to the proper operation of the system  
**Product:** the latest technology, such as smart controllers, can save the most water  
**Use:** Even the best system must be programmed and used properly to save water  
**Maintenance:** prevents leaks and other water-wasting problems

# EXPONENTIAL WORLD POPULATION GROWTH 1804-2050 AD



SOURCE: <http://one-simple-idea.com/WorldPopulation.jpg>

# HISTORY OF TECHNOLOGY & WORLD POPULATION GROWTH



Source: Milken Institute, Robert Fogel/University of Chicago

SOURCE: <http://www.divergingmarkets.com/wp-content/uploads/2013/05/Growth-of-World-Pop-v-History-of-Tech.png>