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Be Secure Project
Water Security for Resilient Economic
Growth and Stability

Addressing the Water Challenge

A presentation to the League of Cities

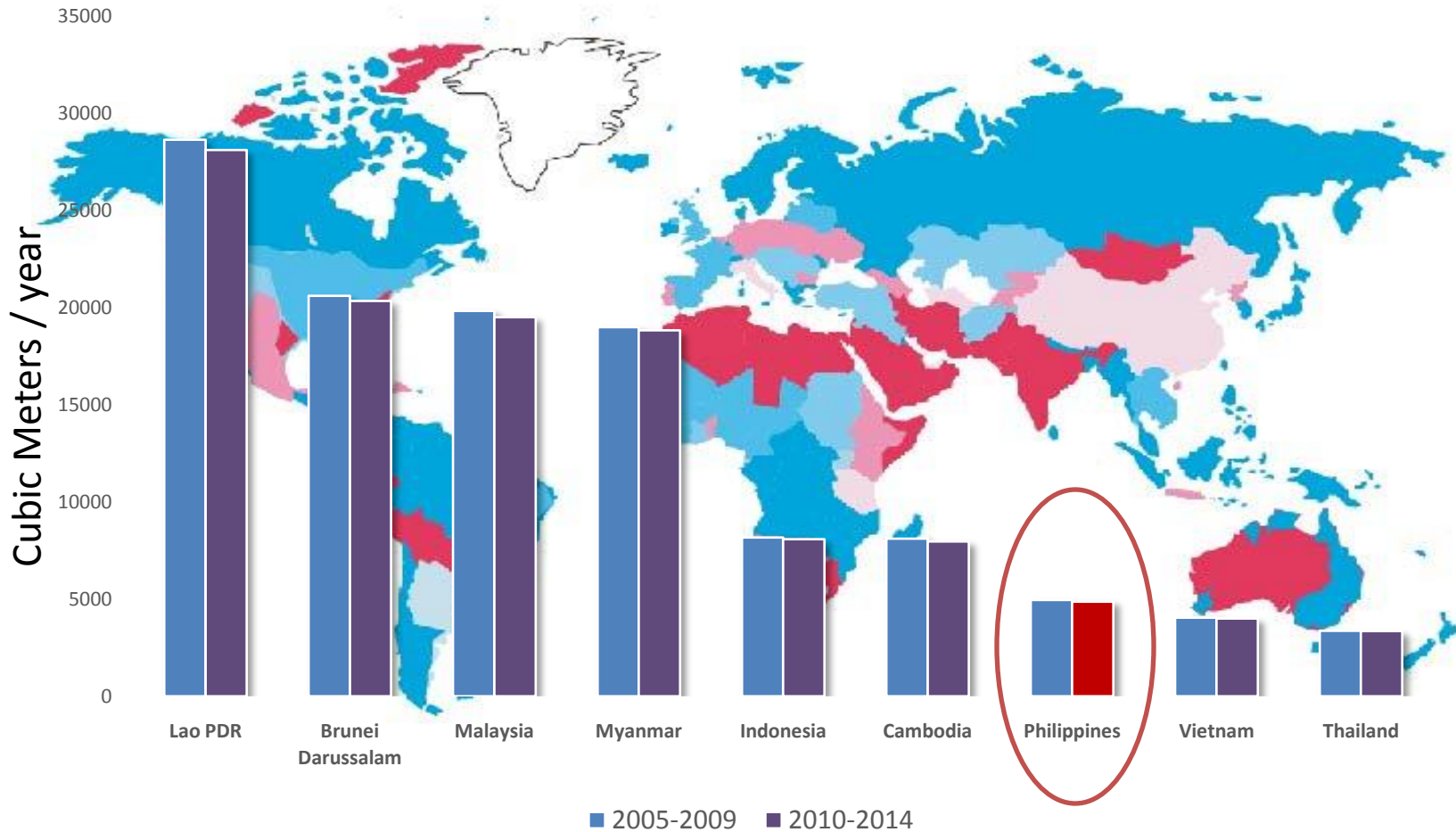
24 July 2015



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Freshwater availability per capita

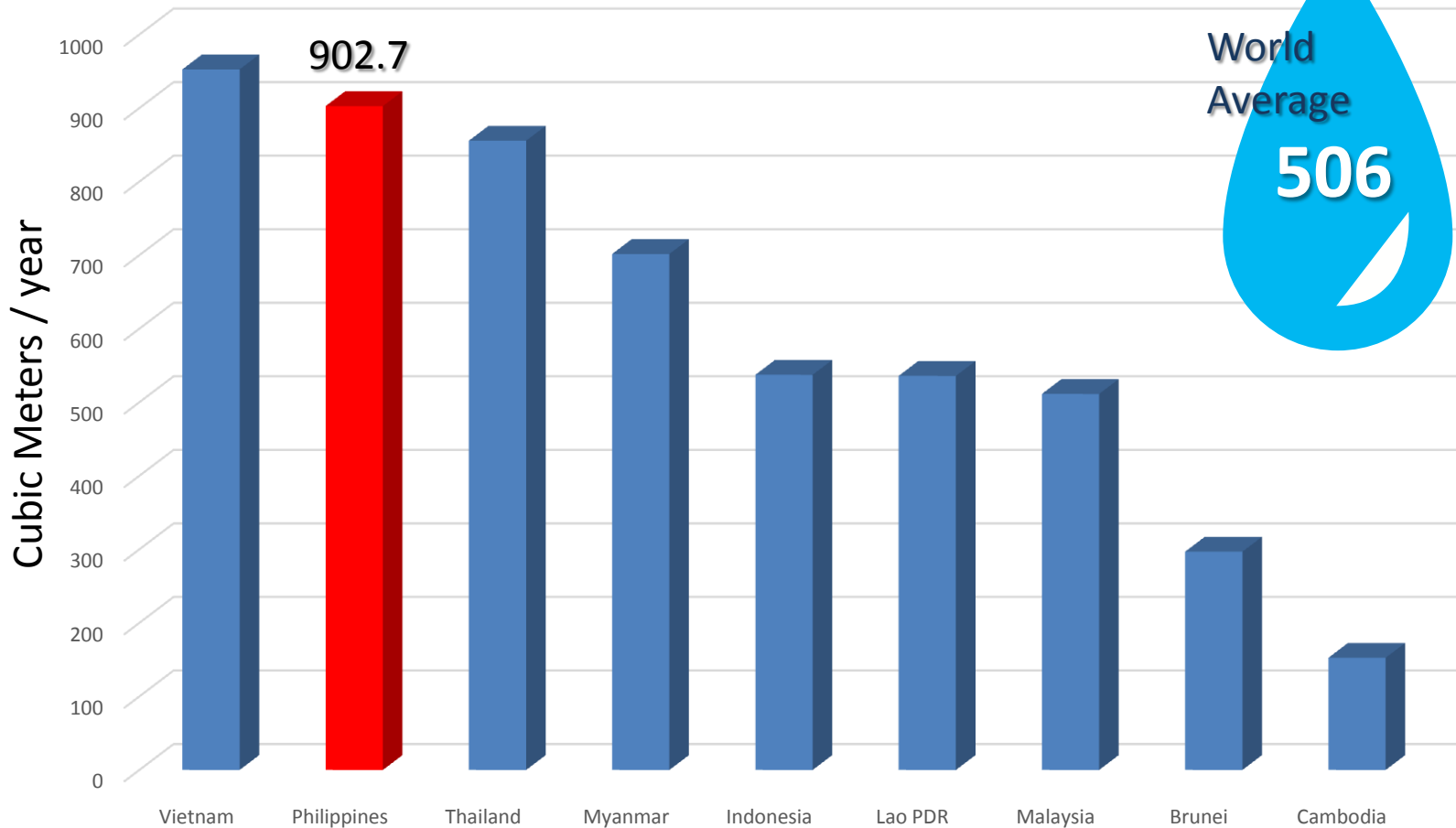




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Freshwater withdrawal per capita

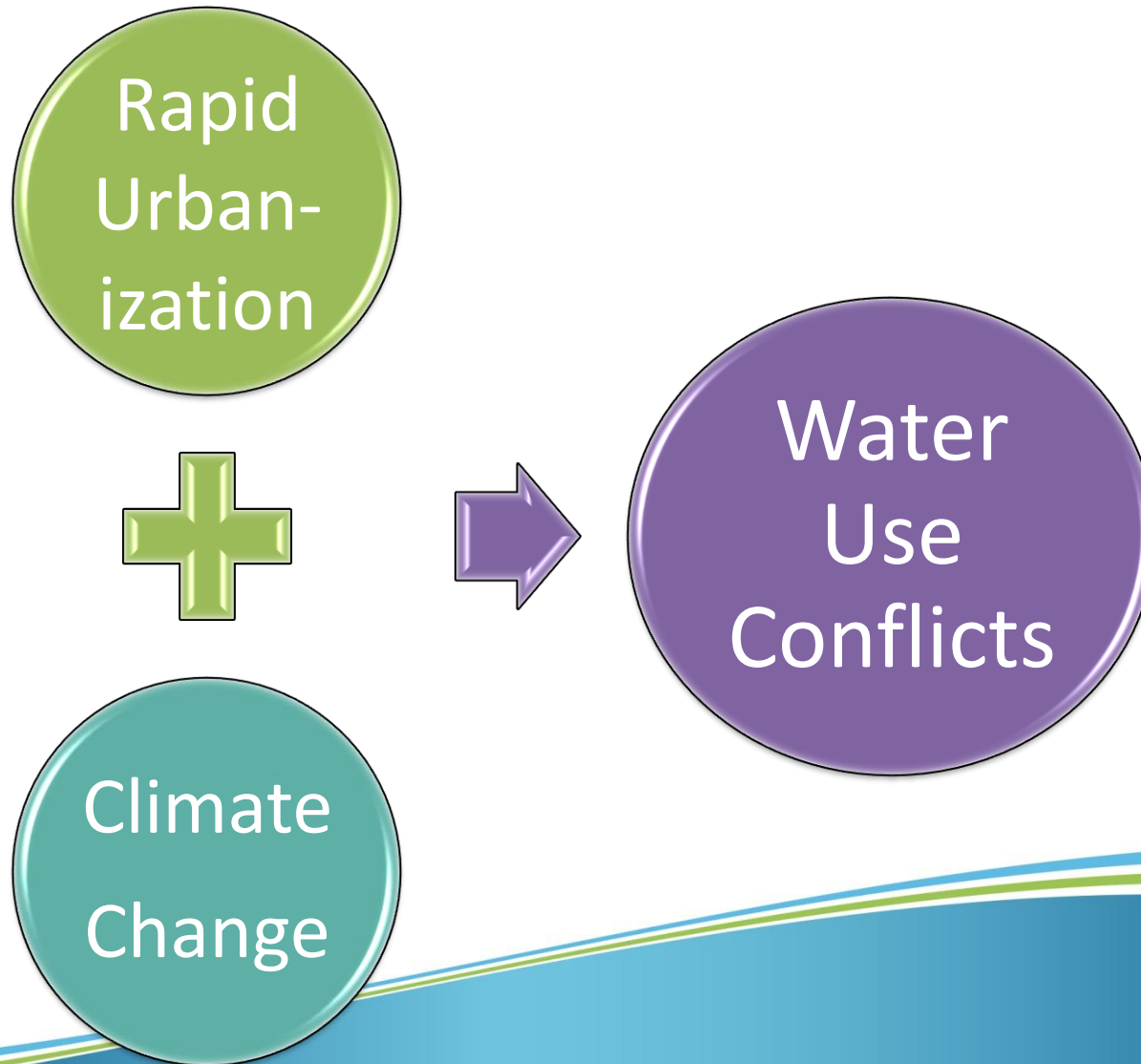


Source: FAO



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What is your water footprint?

WATER DEMAND MANAGEMENT



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Coca-Cola

- **Objective:** *By 2020, safely return to communities and nature an amount of water equal to what we use in our finished beverages and their production.*



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What is Demand Management?

- Managing consumptive demand itself to postpone or avoid the need to develop new resources
- Involves water conservation, and increased water use efficiency. This strategy requires a major paradigm shift from conventional supply management to the management of demand.

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Sustained Economic
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Developing new water sources is expensive



Conservation makes water available for others



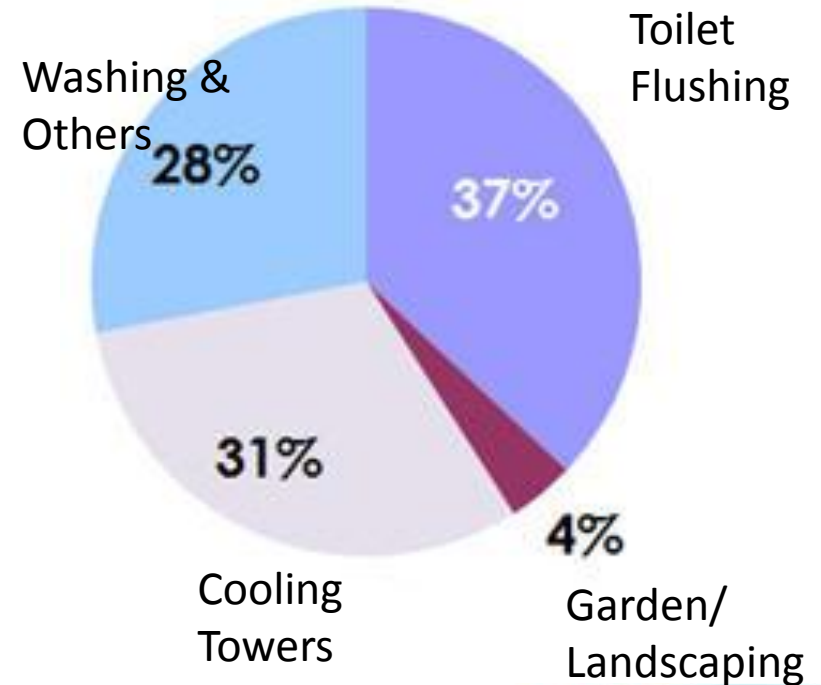
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What can a city do?

- Start with government buildings

Government Buildings Water Use



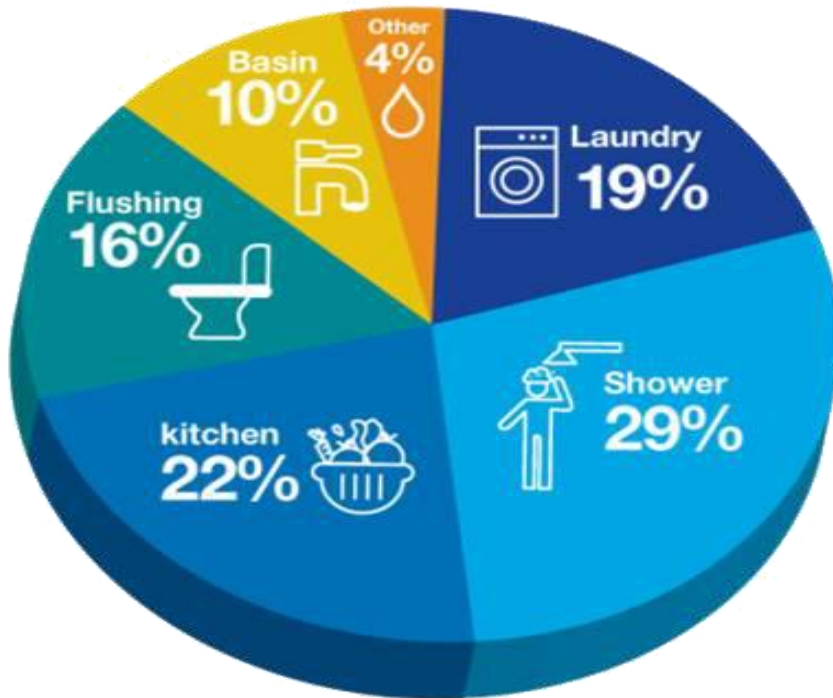


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Typical household consumption



Slow, steady drip : 300 liters / week

Fast drip : 800 liters / week

Steady Stream: 3,800 liters / week

Water Wasted from a Leaking Faucet



01

EDUCATE YOUR EMPLOYEES.



Inform your teammates of water scarcity issues and the impact of water conservation practices.

02

KNOW YOUR WATER USAGE.



Read your water meter daily, weekly, or monthly to record your average water consumption and build incentive programs that can motivate conservation efforts.



03

MAXIMIZE THE EFFICIENCY OF YOUR COOLING TOWER.



Eliminate once-through cooling equipment with municipal water by recycling the water flow to cooling towers, or replace the equipment with air-cooled equipment.



04

CHECK FOR LEAKS.



Leaks can account for more than 6% of a facility's total water use. Identify and repair leaks in your water distribution system to keep your facility from wasting large quantities of water.





MINIMIZE WATER USED FOR CLEANING.

05



Adopt alternative cleaning practices. For instance, instead of steam cleaning your carpet, switch to dry power or spot cleaning.



MINIMIZE WATER USED FOR LANDSCAPING.

06

Use turf and plants that are tolerant of drought conditions. Adjust sprinkler systems to irrigate landscape areas.





INSTALL SANITARY FIXTURES AND EQUIPMENT WITH CONSERVATION TECHNOLOGY.

07



Replace existing equipment with high-efficiency plumbing fixtures to save water. Low-flow plumbing fixtures are a one-time cost and easily implemented, allowing for long-term water conservation.



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What can a city do?

3. Develop ordinances for commercial users
 - Identify largest consumers
4. Develop ordinances for developers
 - Rainwater harvesting systems (helps flood management)
5. Develop ordinances for households
 - Watering hours