

SUSTAINABLE PATHS TO OUR WATER FUTURE

Our freshwater resources are under significant strain due to high demand, inefficient use, and aging infrastructure causing massive leaks. To ensure future water security, a shift towards smarter conservation methods and integrated, holistic management strategies is essential.

THE CHALLENGE: AN UNSUSTAINABLE DRAIN

7 BILLION GALLONS LOST DAILY IN THE U.S.

At least 10% of all water is lost to leaks in distribution systems alone.

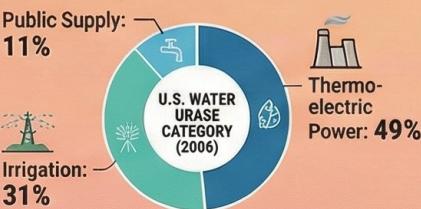


Irrigated agriculture accounts for the largest share of this usage, at 78%.



A TYPICAL AMERICAN USES NEARLY 70 GALLONS OF WATER PER DAY AT HOME

Toilets, clothes washers, and faucets are the three largest sources of domestic use.



54% OF RENEWABLE FRESHWATER ALREADY USED BY HUMANITY



THE SOLUTION: A SUSTAINABLE PATH

SIX "SOFT PATHS" FRAMEWORK



DECENTRALIZE INFRASTRUCTURE



MATCH WATER QUALITY TO USE



PRICE WATER PROPERLY

INTEGRATED WATER MANAGEMENT: A HOLISTIC APPROACH

This approach combines management of potable water, wastewater, and stormwater, linking land and water use.

PRACTICAL CONSERVATION TECHNIQUES



DRIP IRRIGATION



RAINWATER COLLECTION (RAIN BARRELS)



NO-TILL AGRICULTURE