

Who is AWE?

The Alliance for Water Efficiency is North America's **authoritative** resource for water efficiency. Our mission is to promote the efficient and sustainable use of water to achieve stronger and more resilient communities, businesses, and ecosystems.



The amount of water the average American family uses per day (EPA).



Our **network** brings together all stakeholders committed to this shared purpose, including municipalities, industry leaders, government agencies, non-profits, citizens, and more.

We are a **unique forum for collaboration** that represents the **best practices** and minds in efficiency. Together, we are making a real difference in **preserving** our water resources.

We know that when our members succeed, so do we. We give water providers the tools they need to manage water resources sustainably. We help build the market for the adoption of new technologies and services. We deliver resources to help our members and partners advocate, educate, and legislate.



Household leaks waste 1 trillion gallons annually nationwide. (EPA)



Strategic Initiatives

Policy Advocacy to pursue effective public policy that supports water efficiency investments, programs, and policies. We exert influence where it matters.

Research to work with partners to design, plan, and execute groundbreaking research projects to seize water efficiency opportunities.

Retrofitting **one** out of **100** homes with water-efficient fixtures would save **100 million kw hours** of electricity each year and avoid **80,000 tons** of **greenhouse gases** (EPA).



Policies requiring high-efficiency toilets have saved **18 trillion gallons** – enough to supply NYC, Chicago and LA for **20 years**. (AWE)

Resources, Tools, and Technical Assistance to provide water professionals with state-of-the-art tools, best practices, research, codes and standards, programs, and more.

Education and Training to educate newcomers on efficiency and keep seasoned professionals at the top of their game through webinars, workshops, and networking opportunities.



Why sustainable water use?



2.1 trillion gallons: the amount of **water lost** each year in the US because of aging and leaky pipes, broken water mains, and faulty meters.

It saves money.

Water conservation is the least expensive source of supply when compared to options like new sources, recycled water, or desalination. Our research proves that saving water keeps utility costs down.

It builds resilient communities.

Conservation and efficiency help ensure that water is available when disaster hits – and in the long-term to support healthy local economies.

It preserves the environment.

Efficiency leaves water in our rivers, lakes, and aquifers to support healthy watersheds and sustain wildlife habitats.

AWE's Sustainable Water Vision for 2030

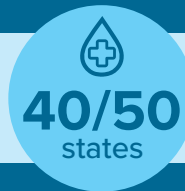
We're working toward a world where **efficiency comes first:**

1. Homeowners and businesses are empowered by an awareness of the value of water and technology that helps them save indoors and outdoors.
2. Water-smart policies exist at every level of government to help us use our limited supplies in a sustainable way.
3. Water rates reflect the value of water, and water utilities are financially healthy and able to provide reliable, safe, and affordable water for generations to come.
4. Water systems are right-sized, water-tight, and intelligent – proactively built and managed to serve efficient communities.
5. Water efficiency is considered in the context of an integrated, systems-based approach to optimize savings opportunities, reduce strains on resources, and preserve potable water for where we need it most.



As much as **50%** of water used outdoors is wasted (EPA)

40 out of 50 states face water shortages. (USGAO)





Business and Industry

Our strength as North America's leading voice for efficiency comes from the diversity and commitment of our members, who help us achieve an efficient and resilient water future for all.

Whether you are innovating new efficiency technologies or services, or have a vested interest in protecting water resources, AWE provides your business a voice in shaping your marketplace, and helps position your business to lead and provides a measurable return on investment in advocacy, brand exposure and network-building.

Benefits for Your Company:

Influence public policy advocacy – Know the regulatory changes that affect your business and customers, and shape your industry through collaborative advocacy efforts.

Connect with customers, partners, and investors – Create business-building connections through committee engagement, in-person networking opportunities, and online exchanges.

Develop organizational talent – Keep your employees one step ahead on trends and best practices through our education, training, and networking opportunities.

Collaborate to develop critical research – Design, plan, and participate in groundbreaking and needed research to support investments in efficiency.

Gain recognition for your leadership – Share your successes and promote your accomplishments amongst a network of pioneers, influencers, and thinkers in water efficiency.

“Our mission is in lock step with AWE's mission. We see the adoption of new mindsets, behaviors, practices and technology for water conservation to be a vital part of everyone's future. Our AWE membership allows us to outreach and teach water efficiency practices much farther than we could otherwise, through collaboration with AWE and its network. AWE is a powerhouse working to change the industry for the better, and we are glad to be a part.” - Director of Water Efficiency, Cavanaugh & Associates

Benefits for You and Your Career

* **Keep your skills sharp**

Learn the basics or stay on top of innovations, trends, and best practices through AWE tools, education, and training offerings.

* **Grow your network**

Learn and exchange with peers; trustworthy sources of support and information across North America.

* **Access personalized support**

Tap into AWE's staff for virtual assistance when and where you need it to do your job successfully.

* **Build your confidence**

Develop, implement, and manage successful water efficiency programs that grow your career.

* **Influence your industry**

Participate in committees, events, and projects that drive changes in water management.



Please visit

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to get involved.

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