



Alliance *for* Water Efficiency

A SINGULAR VOICE AND A PLATFORM FOR WATER USE EFFICIENCY AND WATER CONSERVATION, BRINGING A CRITICAL PERSPECTIVE TO AN INCREASINGLY THIRSTY NORTH AMERICA.



INNOVATION IN WATER CONSERVATION

Thursday, August 1, 2024

Michigan Chamber of Commerce – Energy & Environment Committee

Alliance for Water Efficiency

AGENDA

1 About AWE & Our Project

2 Project Background & History

3 Our Goals & Approach

4 How to Get Involved

5 Q&A



The Alliance for Water Efficiency is a stakeholder-based nonprofit organization dedicated to the efficient and sustainable use of water.

Collaboration: Network of colleagues across water providers, governments, business and industry, researchers, nonprofits and other partners.

Knowledge: Creating and sharing resources, tools, trainings, expertise and research.

Change: Advocacy for funding, policies, and partnerships that advance water efficiency.

Learn more: www.a4we.org

Alliance *for* Water Efficiency

MEET THE TEAM



Ron Burke
President & CEO



Liesel Hans
Director of Programs



Amanda Christophe
Project Coordinator

OUR PARTNERS



HW (Bill) Hoffman & Associates, LLC

ABOUT THE PROJECT

AWE was selected by the **Michigan Department of Environment, Great Lakes, and Energy (EGLE), Office of the Great Lakes (OGL)** to:



- 1 Learn about efforts to implement water efficiency Best Management Practices across Michigan's water use sectors
- 2 Identify and document innovative solutions to advancing water conservation and efficiency goals
- 3 Gather perspectives and insights from sustainability leaders across Michigan's water use sectors

HOW WILL WE DO THIS?

Engage with MI water sectors to capture efforts and progress regarding water BMPs since 2008.

Summarize each sector's pathways to review and update water conservation BMPs.

Identify advanced & innovative water conservation BMPs for the business and industry sectors.

Share results and recommendations with all water use sectors, stakeholders, and EGLE's Water Use Advisory Council & Water Conservation and Efficiency Committee.

WHY WE ARE HERE TODAY



**SHARE MORE ABOUT THE
PROJECT**



**SHARE OPPORTUNITIES
TO GET INVOLVED**



**HEAR YOUR THOUGHTS
& ANSWER QUESTIONS**



PROJECT BACKGROUND & HISTORY

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The Great Lakes-St. Lawrence River Basin Sustainable Water Resources Agreement

was signed on December 13, 2005, calling for the creation of water conservation & efficiency goals.

2005

2006

Public Act 35 of 2006 called for water use sectors to develop guidelines for “generally accepted water management practices and water conservation measures” by 2007.

The Chamber worked with industry reps to develop **voluntary model conservation guidelines** for B&I sectors in Michigan in accordance with PA 35.

2007

Generally accepted management practices for water efficiency and conservation were **recognized and approved** for all water use sectors and the **Great Lakes Agreement & Compact** was signed into law.



2024

2022

The **MI Healthy Climate Plan**
was published.

2025

THE CLIMATE IS CHANGING...

FLOODED HOMES



DAMAGED CROPS



DAM FAILURES



**ROADS WIPED OUT BY
HIGH LAKE LEVELS**



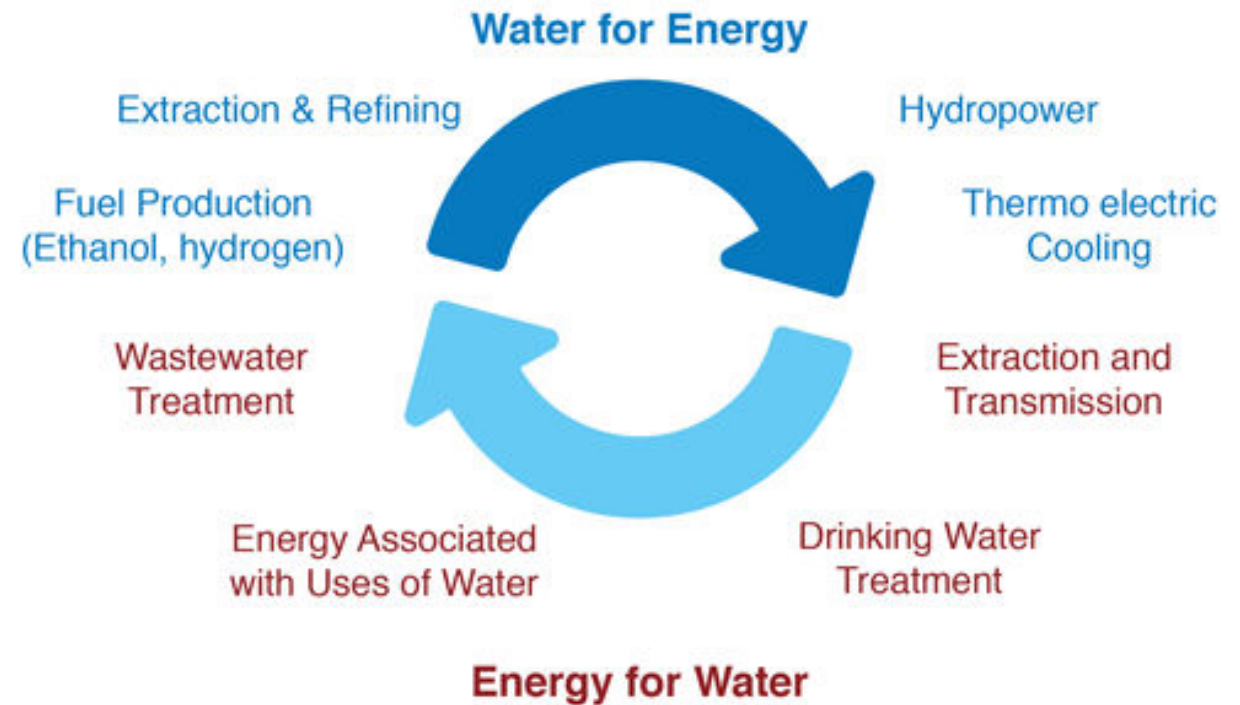
AND SO ARE WE...

The **MI Healthy Climate Plan** provides a pathway to reaching **52% emissions reductions** from 2005 baselines **by 2030**.



WATER EFFICIENCY FOR CLIMATE ACTION

Smart water use practices can help **mitigate** and **adapt** to a changing climate.



WATER CONSERVATION IS A PART OF THE SOLUTION

Mitigating climate change

by reducing energy use and greenhouse gas emissions associated with heating, pumping, and treating water/wastewater.



Adapting to climate change
by making communities more resilient to drought and heavy rain events.



Reducing costs for businesses

and supporting corporate sustainability goals.

Making more water available

to support healthy stream flows and lake levels for plants and animals.



Making water bills more affordable.



Reducing

the need to build or expand expensive drinking water and wastewater systems.



Limiting nutrient runoff

associated with landscape and agriculture.

Alliance for Water Efficiency is selected to **document progress** towards water efficiency and conservation and **celebrate innovations** in the B&I sector.

2022

The **MI Climate Healthy Plan** was published

2024

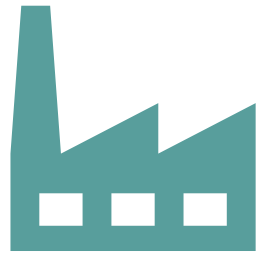
2025

Project findings will **help inform** Michigan's Water Conservation & Efficiency Program and **advance goals** set under Great Lakes Compact & Agreement in 2008.

MICHIGAN'S WATER USE SECTORS



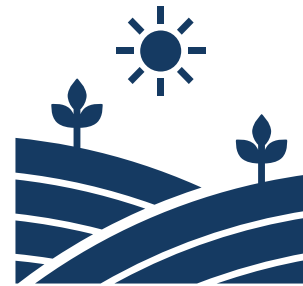
Business



Industry



Public



Agricultural
Irrigation



Non-
Agricultural
Irrigation

ENGAGEMENT WITH OTHER SECTORS

- **Public Water Supply Sector**

- MI Section of the American Water Works Association
- Public Utilities Commission

- **Agriculture and Non-Agriculture Irrigation Sectors**

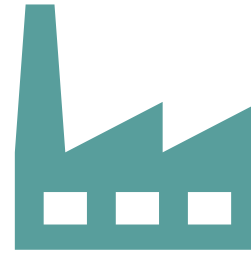
- MI Department of Agriculture & Rural Development

- **Electric Utilities**

- Upper Peninsula Power Company (UPPCO)
- Lansing Board of Water and Light (Lansing BWL)
- Holland Board of Public Works (Holland BPW)
- **Next:**
 - Connecting with Investor-Owned Utilities (DTE, Consumers, IN MI Power)



Business



Industry



Electric Utilities

Chemical
Manufacturing

Pharmaceuticals

Pulp & Paper

Beverages

**In 2004, these five sectors represented over 80% of water withdrawals,
according to the MI Department of Environmental Quality**

EXPLORING B&I BEST MANAGEMENT PRACTICES (BMP)

Review 2008
BMPs

Celebrate
progress since
2008

Gather BMPs from
other Great Lakes
states

Explore BMPs
from other regions
in the United
States

Identify potential
opportunities for
Michigan's B&I
sectors

Highlight BMPs
with both water &
energy/carbon
savings potential



**This project needs your
voice – will you help?**

HOW CAN YOU GET INVOLVED?

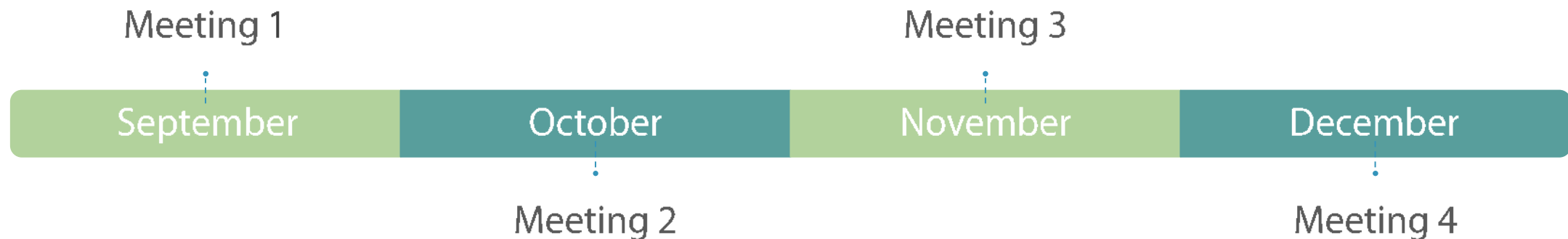
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ENGAGEMENT OPTIONS

- I'm interested in **participating in a working group** to inform this project.
- I would like to **share information** about my organization or industry and stay informed on the project, but I am not interested in participating in the working group.
- I want to **stay informed** on this project.

PROPOSED WORKING GROUP FORMAT & SCHEDULE

- 4-5 virtual meetings
- 60-90 minutes
- 1 potential in-person meeting



Showcase how the business & industry sectors are protecting Michigan's freshwater resources.

Water Conservation & Efficiency Working Group

- 1 Hear from colleagues across Michigan on how they are advancing smart water practices
- 2 Engage in peer-to-peer learning on innovations and best management practices
- 3 Help shape how Michigan's businesses and industries advance sustainability and water conservation – both today and tomorrow
- 4 Be recognized for your work in this space

Please take this 5-minute survey to share how your organization is advancing sustainability and water conservation in the State of Michigan.

Complete the survey by August 30th for a chance to win a \$100 gift card of your choice!

Survey is where to indicate how you want to be involved.

**Or email:
Amanda@a4we.org**





QUESTIONS?



Alliance for Water Efficiency



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<https://www.allianceforwaterefficiency.org>

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Thank You!