The Environment and the Business of Water: Why Corporations Are Investing in Water Sustainability?
1/3 of planet’s watersheds and aquifers experiencing water shortages
50% of the world’s population impacted by water shortages
Half of all cities located in water-stressed regions
3/4 of the world’s irrigated land affected
SALT AND VERDE ALLIANCE: HEALTHY RIVERS, HEALTHY COMMUNITIES
Salt and Verde Alliance
Healthy Rivers, Healthy Communities
Water Sources in Decline

- Drought
- Groundwater Pumping
- Catastrophic Wildfires
- Climate Change
Projects Supported by the Salt and Verde Alliance

**River**
- Projects that **create water savings** or **improve water quality** (e.g. crop switching)
- Infrastructure projects that **improve water management** (e.g. drip irrigation)
- Projects that **reduce future impacts** (e.g. conservation easements)

**Forest**
- Projects that **accelerate the pace and scale of forest thinning**
Key Stakeholders and Supporters

Public Sector
- 14 Cities in the Salt and Verde River Watershed
- Natural Resources Conservation Service
- U.S. Forest Service

Private Sector
- PepsiCo
- REI
- Coca-Cola
- Salt River Project
- Arizona Public Service
- Boeing
- Intel
- Enterprise

Philanthropic Partners
- Nina Mason Pulliam Charitable Trust
- Walton Family Foundation

Non-Profit Partners
- Bonneville Environmental Foundation
- Arizona Municipal Water Users Association

Implementing Partners
- Friends of Verde River
- Hauser Farms
- Speck Farms
- Ditch Companies
- Campbell Global
- Newpac Fibre Lumber
A Regional or Local Water Bank in Upper Basin

Water right holders curtail use.

Reservoir storage or held in “account” elsewhere

Municipal and other water right holders that need certainty

Maintain reservoir levels and releases to meet Compact obligations.

Curtailment and crisis are averted.

Upper Basin

Lower Basin
Grand Valley Pilot Project: Goals

- Reduce consumptive water use
- Involve a range of partners
- Scale-up
- Test the nuts and bolts
- Help finance infrastructure improvements for ongoing benefits
- Address community concerns
Grand Valley Pilot Project by the Numbers: 2017

- 1,250 acres participating
- 10 farmers
- 4 distinct program activities for reducing water use
- 3,200 AF of water savings
- ~$1,000,000 for farmer payments, program admin, and infrastructure improvements
- Increased flows for critical habitat (15 Mile Reach)
Key Stakeholders and Supporters

Public Sector
- SCPP funding
- Colorado River District
- Southwestern Water Conservation District
- State of Colorado grant
- Front Range Water Council

Private Sector
- Tri State Energy
- Pepsi Co.
- Enterprise

Philanthropic Partners
- Five Individuals and Family Foundations
- Walton Family Foundation
- Gates Family Foundation (Colorado foundation)

Implementing Partners
- Grand Valley Water Users
- State of Colorado
- Bureau of Reclamation
- Colorado State University
- Agricultural producers
ALL HANDS NEEDED ON DECK