

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)





# CHANGE THE COURSE

## **A Response to the Global Water Challenge**

**Sandra Postel, National Geographic Society  
Todd Reeve, Bonneville Environmental Foundation**



Freshwater 2.5%









**700 GALLONS**

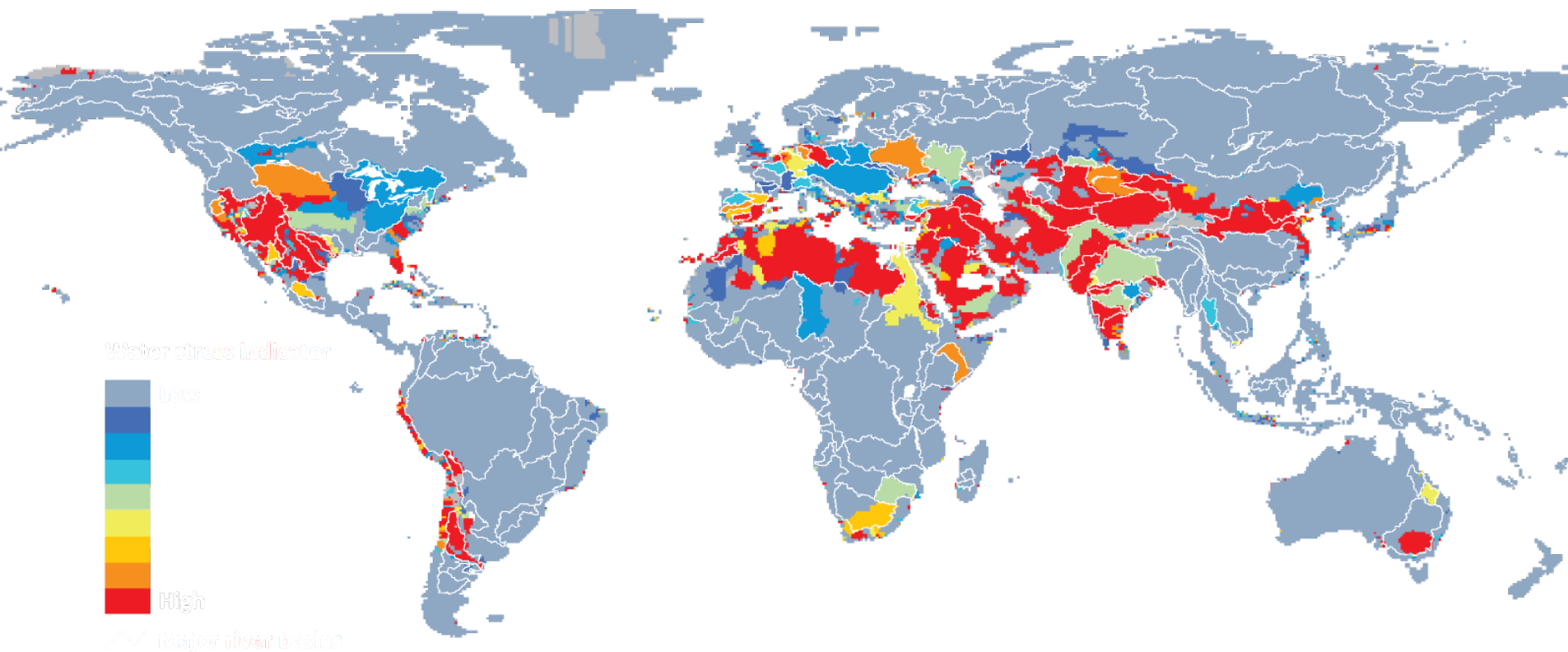


**> 600 gallons**



X Billions

# Water stress



SMAKHTIN, V.U., REVENGA, C., DÖLL, P. (2004) Taking into account environmental water requirements in global-scale water resources assessments. Research Report of the CGIAR Comprehensive Assessment of Water Management in Agriculture. No. 2, International Water Management Institute, Colombo, Sri Lanka, 24 pp





# The Rio Grande





# The Murray





# The Colorado





# THE DISAPPEARING RIVER

**30 MILLION PEOPLE**

DEPEND ON THE COLORADO RIVER FOR

DRINKING · FOOD · RECREATION · ENERGY · WORK

The Colorado River and its tributaries used to flow through

**SEVEN U.S. STATES AND MEXICO**

**INTO THE SEA.**

engage  
pledge  
fund  
restore  
share

# engage



Calculate your water footprint

# pledge

## TAKE THE PLEDGE TO CONSERVE WATER



Eat meat **ONCE A DAY**  
instead of twice a day



Buy **FEWER** clothes



Plant **NATIVE VEGETATION**  
instead of thirsty grasses



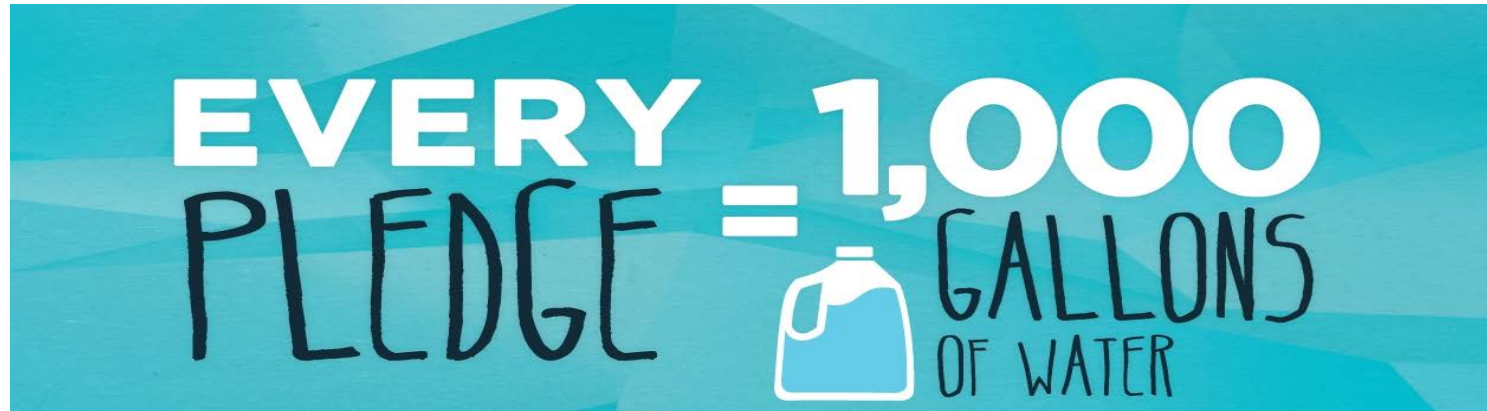
**TURN OFF** lights and  
TVs when not in use

**TAKE THE PLEDGE >**

Text "River" to 77177



# fund



# restore





# share



## Smarter Irrigation Returns Water to Arizona's Verde River

Posted by [Sandra Postel](#) of National Geographic's Freshwater Initiative in [Water Currents](#) on December 5, 2013



(3)



712



72



2



More »





Upper Colorado River Basin  
Lower Colorado River Basin

Escalante River

West Fork Clear Creek

Yampa River

Fraser River

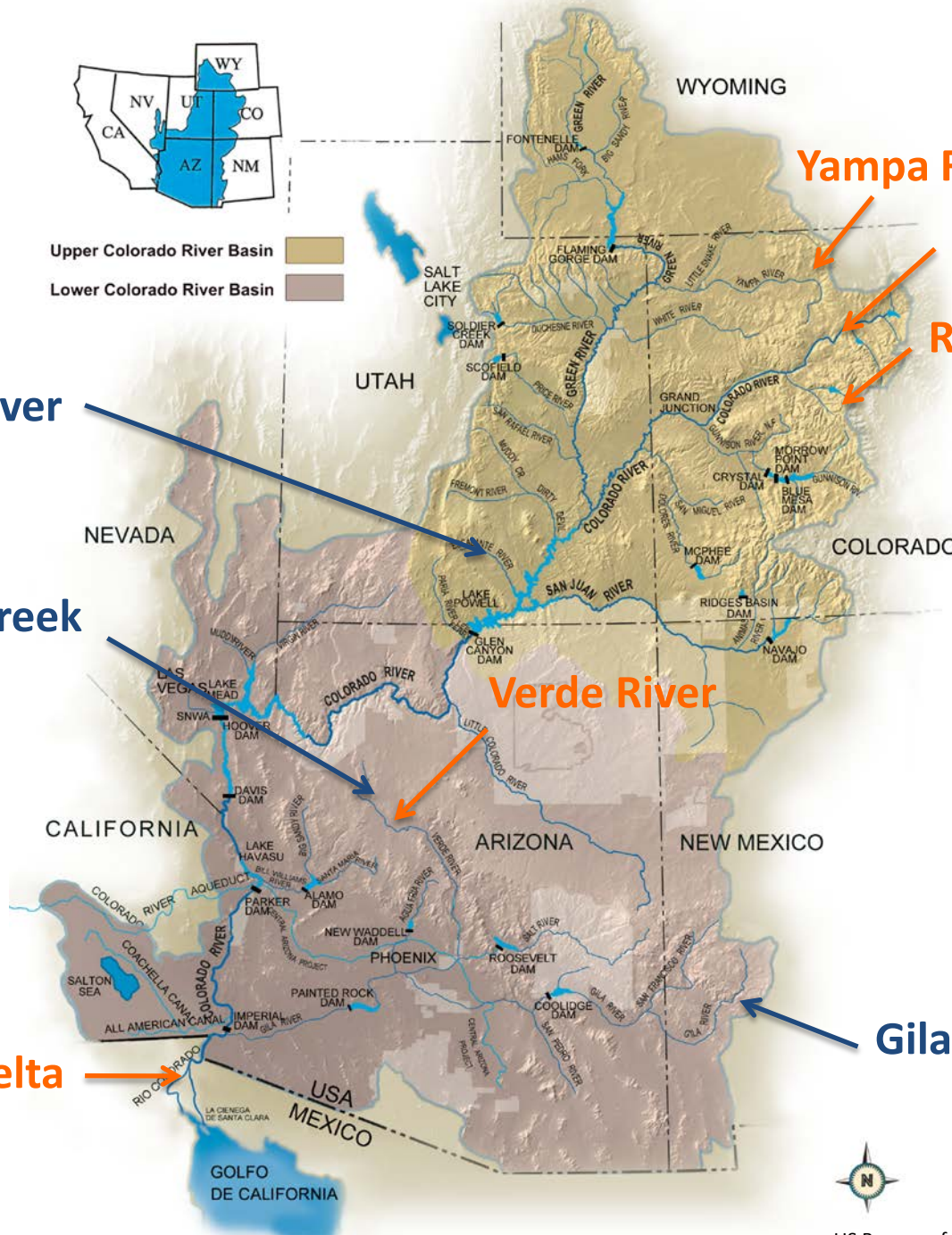
Roaring Fork River

Verde River

Colorado  
River  
Basin

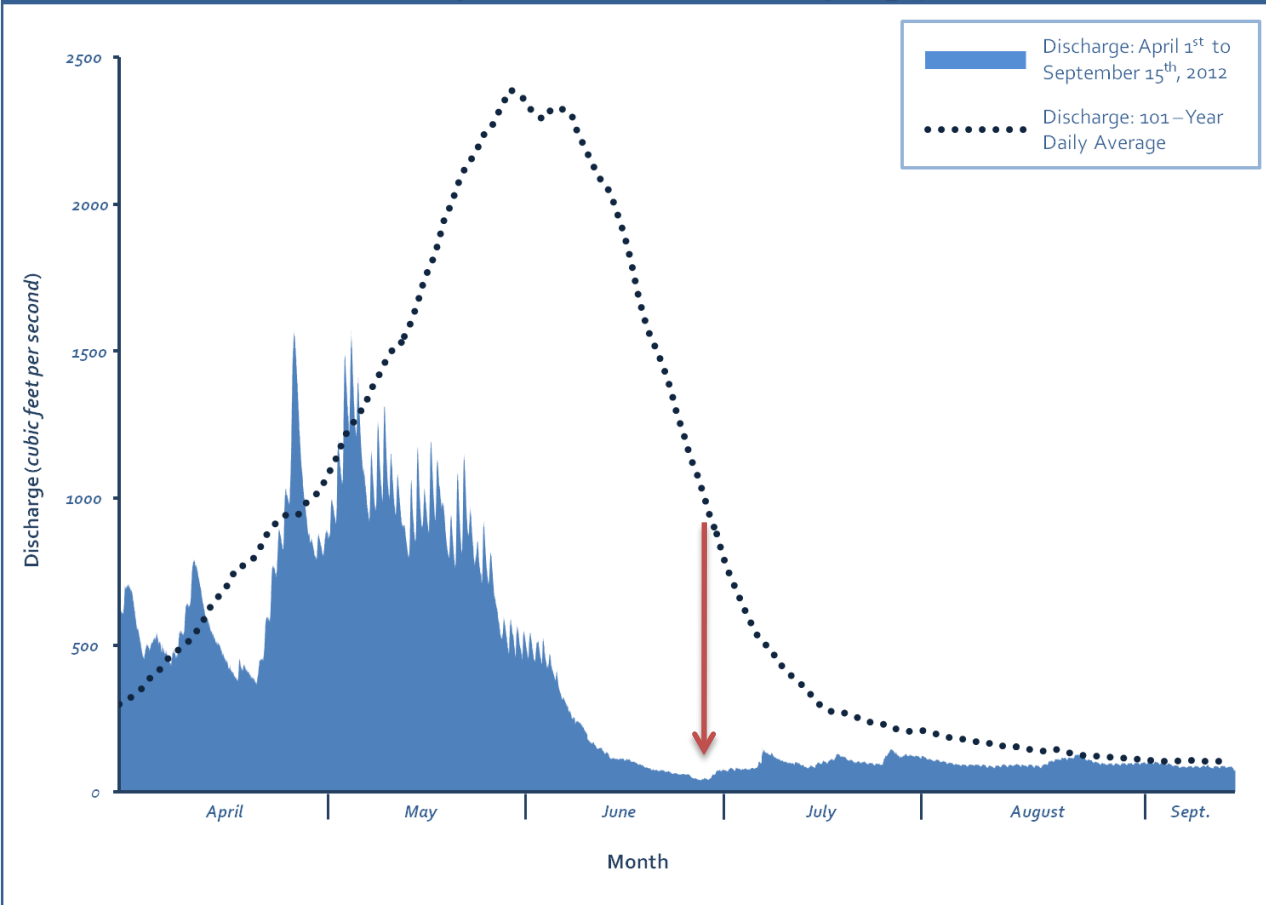
Gila River

Colorado Delta





## Flow of the Yampa River at Steamboat Springs, Colorado



A **water lease** kept Yampa River flowing at healthier levels during drought of 2012

(Partner: Colorado Water Trust)







# Verde River, Arizona





## Irrigation Upgrades to Keep More Flow in River





# The Colorado River Delta: A Historic Opportunity

Photo: Erik Rochner, National Geographic





## Pulse Flow Begins at Morelos Dam

Photo: Alexandra Verville/National Geographic





Before/After the Colorado River Arrives





River at San Luis Rio Colorado

Photo: Cheryl Zook/National Geographic





## Colorado River Reaches the Sea

Photo: Francisco Zamora/Sonoran Institute, with aerial support from LightHawk





## Ongoing Restoration: Colorado River Delta Water Trust





## Leasing Water to Provide Base Flows for Habitat Restoration



- 87,000 in pledge community
- 7 corporate sponsors
- 6 projects; more in pipeline
- 2 billion gallons restored





## A Crucial Tool: Water Restoration Certificates

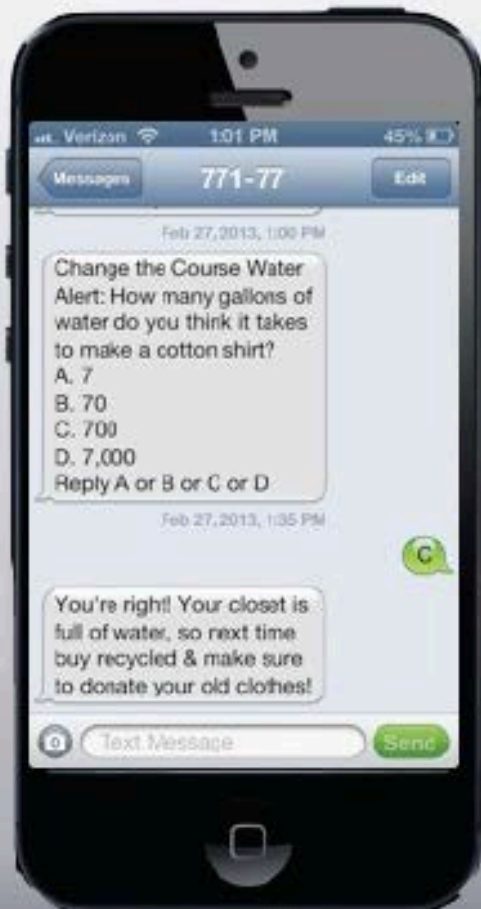


Before



After









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Cheryl Zook/National Geographic