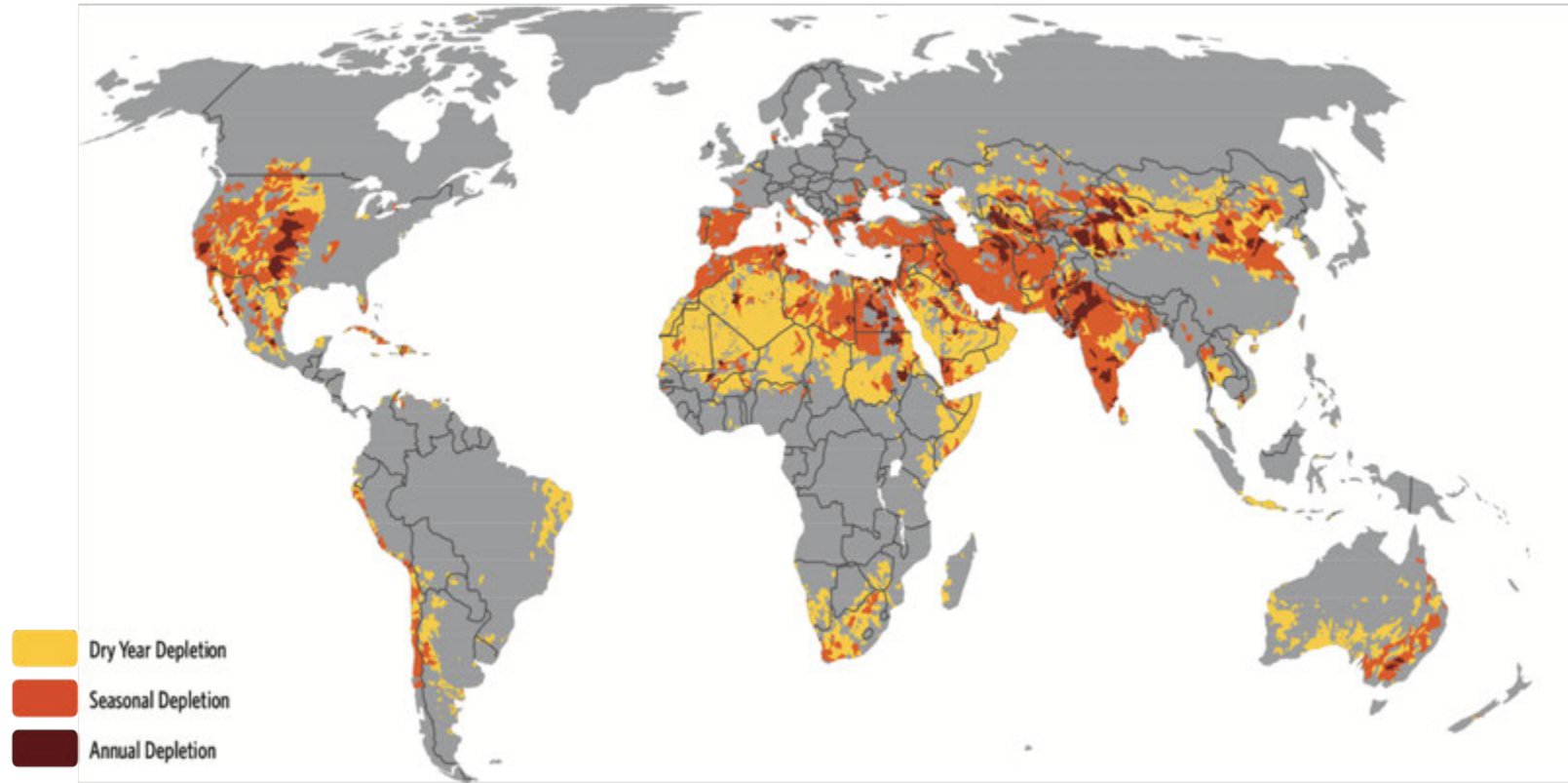


An aerial photograph of a vast, flat landscape under a dramatic, stormy sky. A vibrant rainbow arches across the right side of the frame, its colors transitioning from red at the bottom to purple at the top. The ground below is a mix of green fields and brown, arid-looking terrain, with some small structures and roads visible. The overall mood is one of natural beauty and resilience.

The Environment and
the Business of Water:

Why Corporations Are
Investing in Water
Sustainability?

CHALLENGE: WATER SCARCITY



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



Lines in Cape Town

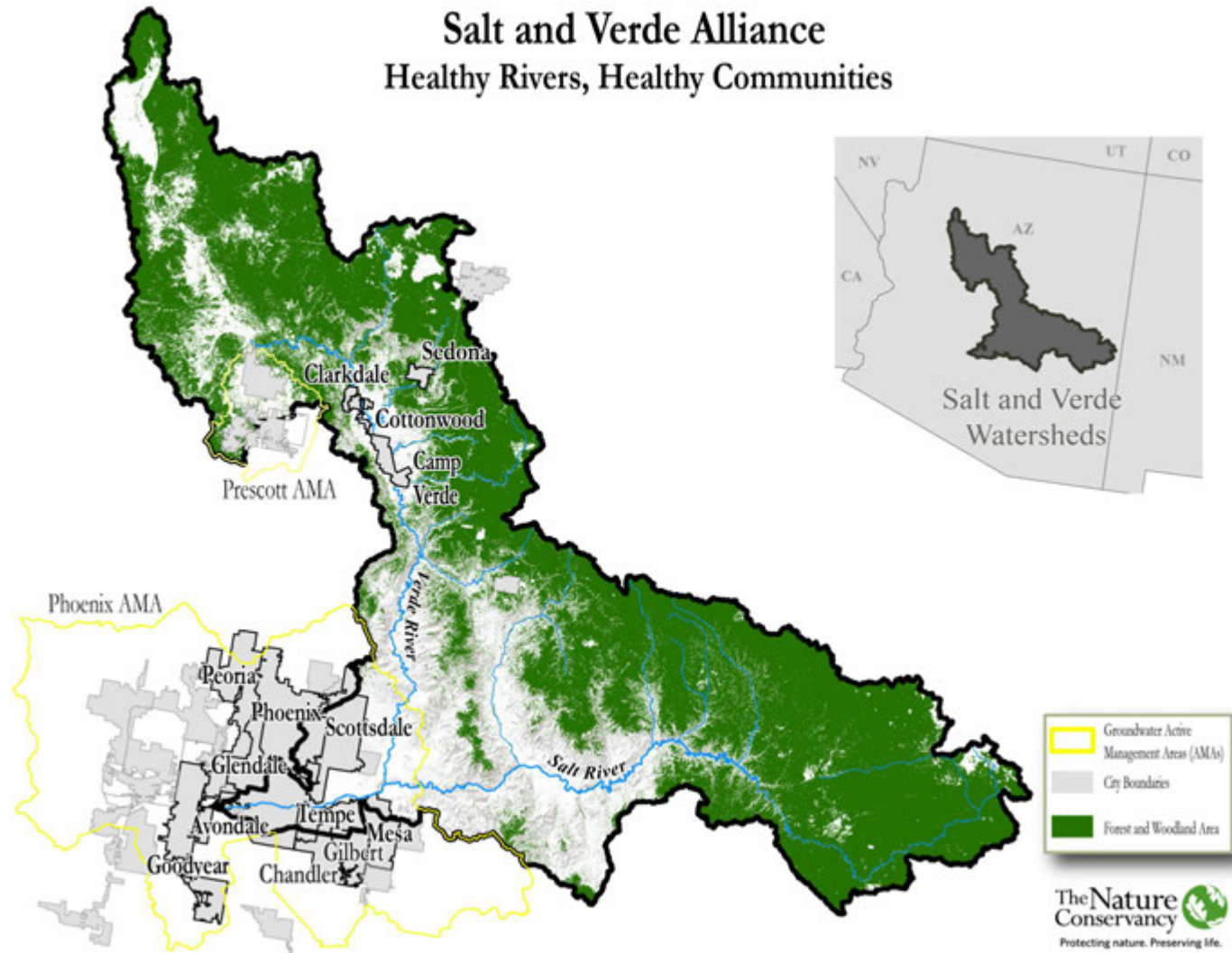


SALT AND VERDE ALLIANCE: HEALTHY RIVERS, HEALTHY COMMUNITIES



Context

Salt and Verde Alliance Healthy Rivers, Healthy Communities

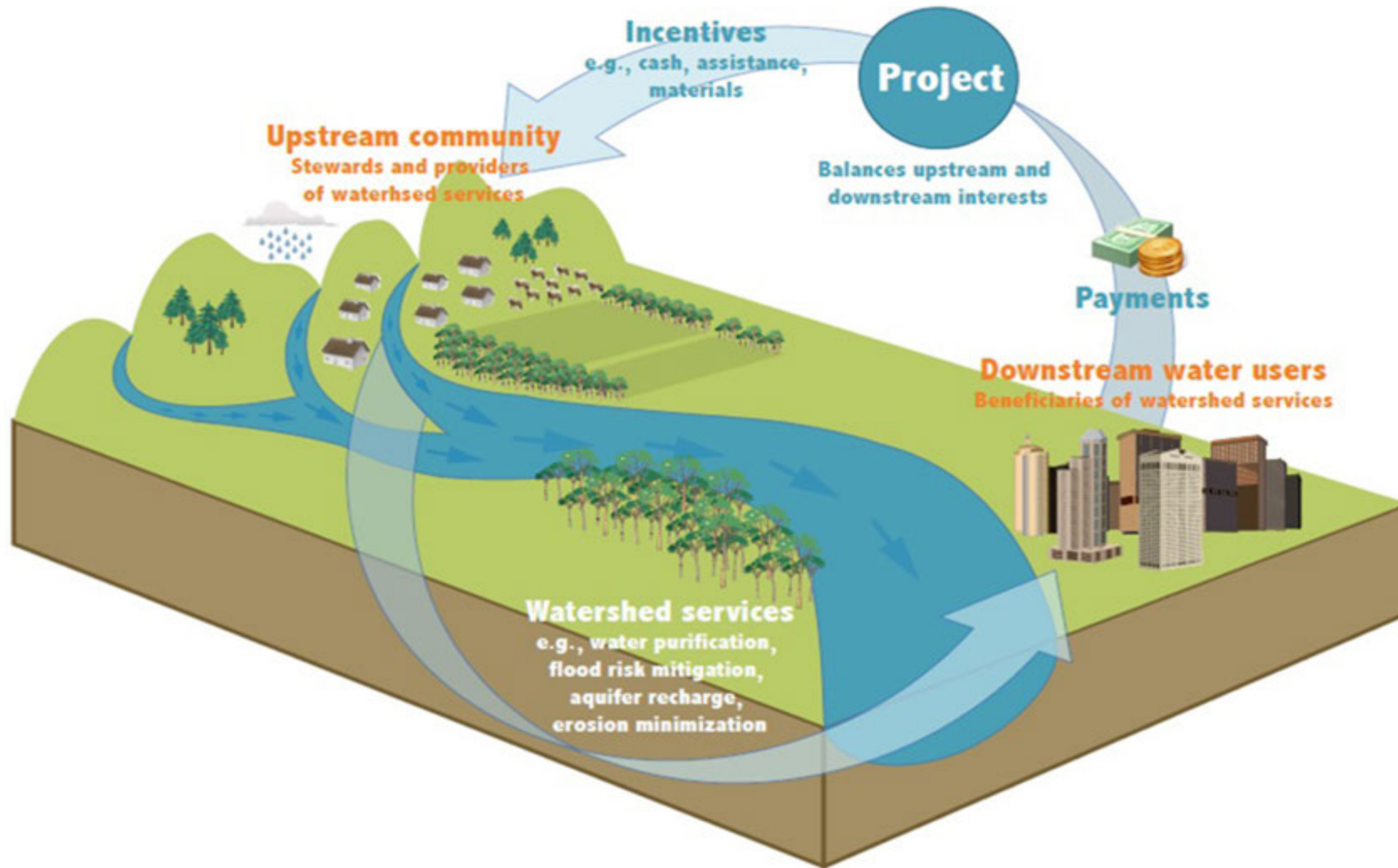


Water Sources in Decline



- 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

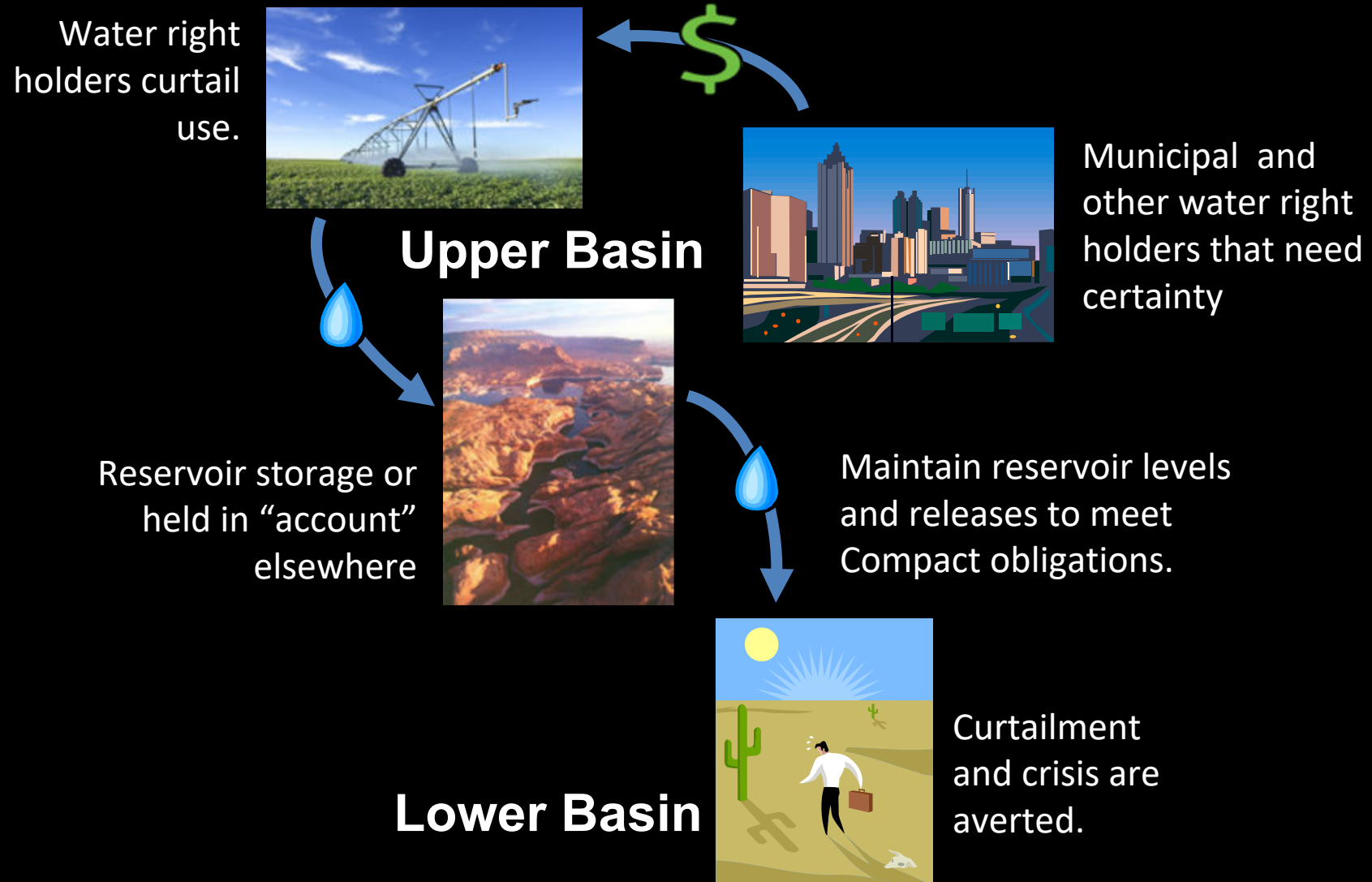
- Bonneville Environmental Foundation
- Arizona Municipal Water Users Association

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





On Farm



Irrigation District



Community



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

