

WATER CONSERVATION

*B*usiness, Industry & Public Facilities

Businesses, industries and local governments from coast to coast have discovered that conserving water is not only economical or good for the environment, it's good business as well. Often, even large-scale conservation measures can be implemented without a decrease in productivity. Many residential communities and commercial developments offer treated wastewater for irrigating landscapes. Similarly, golf courses irrigate with treated effluent. Electric power plants recycle water used in the cooling process. Many communities offer free water conservation kits -- containing low-flow sink aerators, water-saving showerhead and/or toilet dams -- to customers and some have adopted conservation rate structures which apply higher water rates to large water users. Local governments have also instituted building codes requiring developers to install water-saving plumbing fixtures in homes and buildings

How much water does it take to make...

◆ One 12-ounce can of soda?	16.5 gallons
◆ Forty sheets of paper?	100 gallons
◆ One ton of finished steel for an automobile?	32,000 gallons



and others offer rebates to residents who replace older model toilets with those that use less water. Even restaurants have gotten into the act by serving water to customers only on request and encouraging employees to conserve at the work site.

Typically, large quantities of water are used for industrial purposes. As a result, water conservation at large production and related facilities can pay enormous dividends. Manufacturers use less water by incorporating recycled materials into their products or by recycling water within factories. For example, producing one ton of recycled paper consumes 60,000 gallons less water than producing one ton of virgin paper. Also, implementation of reuse/recycle systems helps to decrease water and wastewater disposal costs for individual industries. In turn, consumers who purchase and use recycled products, as well as those who conserve water and energy in their daily routine, support the efforts of conscientious manufacturers and, ultimately, ensure the availability of water for all water users.

