



Charting New Waters: A Freshwater Call to Action

21 October 2010

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Who we are, what we do

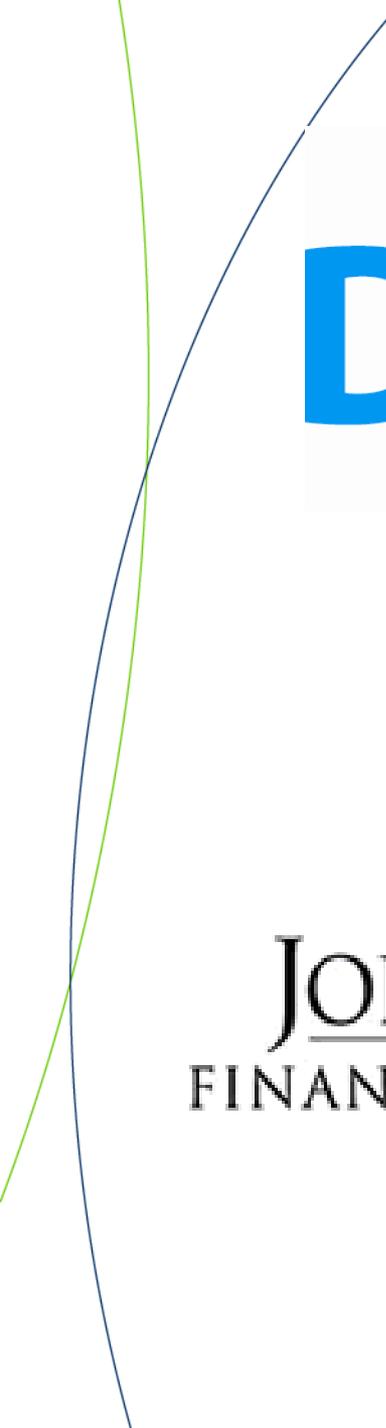


Herbert Fisk Johnson, Jr.



Founded after H.F. Johnson, Jr.'s trip to Carnauba, Brazil in 1936.





DiverseyTM
*for a cleaner, healthier future*TM

The
Johnson
Foundation
AT WINGSPREAD



JOHNSON
OUTDOORS
THE SPIRIT OF ADVENTURE



JOHNSON
FINANCIAL GROUP.

SC
Johnson



A FAMILY COMPANY



The
Johnson
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AT WINGSPREAD



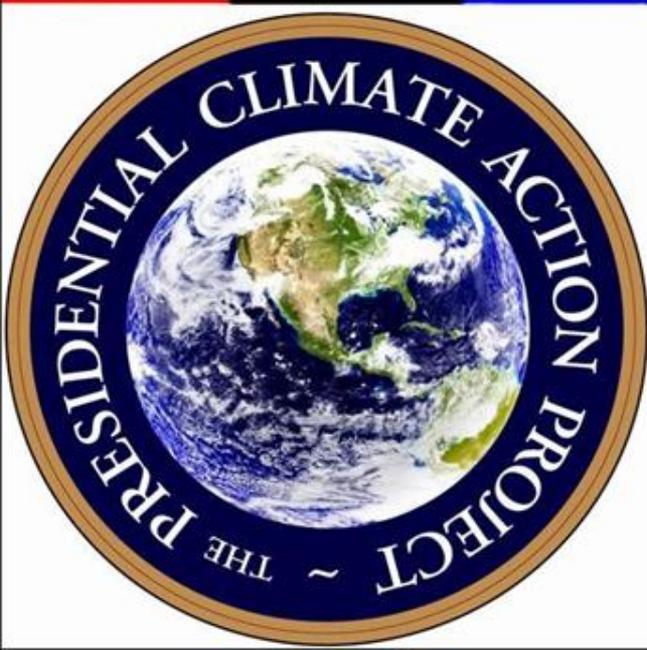


Our Mission:

To be a catalyst for environmental and community solutions using leading-edge convening models in a unique, world-class conference center.



Our legacy:
Leadership



The evolution of *Charting New Waters*



Board chooses
freshwater

2008

A horizontal timeline is depicted against a dark green background. On the left side, a light-colored rectangular box contains the year '2008' in white text. A thin white line extends from the right side of this box across the width of the image. Above the line, on the left side, the text 'Board chooses freshwater' is written in white. A short horizontal line connects this text to the main timeline line. At the far right end of the main timeline line, there is a small vertical tick mark.

Board chooses
freshwater

2008

2009

Five topic areas
selected:

- climate change
- infrastructure
- agriculture
- energy
- public health

Board chooses
freshwater

Selection of entities; creation
and presentation of *CNW*

2008

2009

2010

Five topic areas
selected:

- climate change
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Board chooses
freshwater

Selection of entities; creation
and presentation of *CNW*

2008

2009

2010

2011 and
beyond!

Five topic areas
selected:

- climate change
- infrastructure
- agriculture
- energy
- public health

Continuing to carry
forward
recommendations and
gathering additional
commitments

Committed Businesses and Organizations





Is there a problem?



Dropping water levels result in temporary **power plant shutdowns** and an inability to site new power plants.

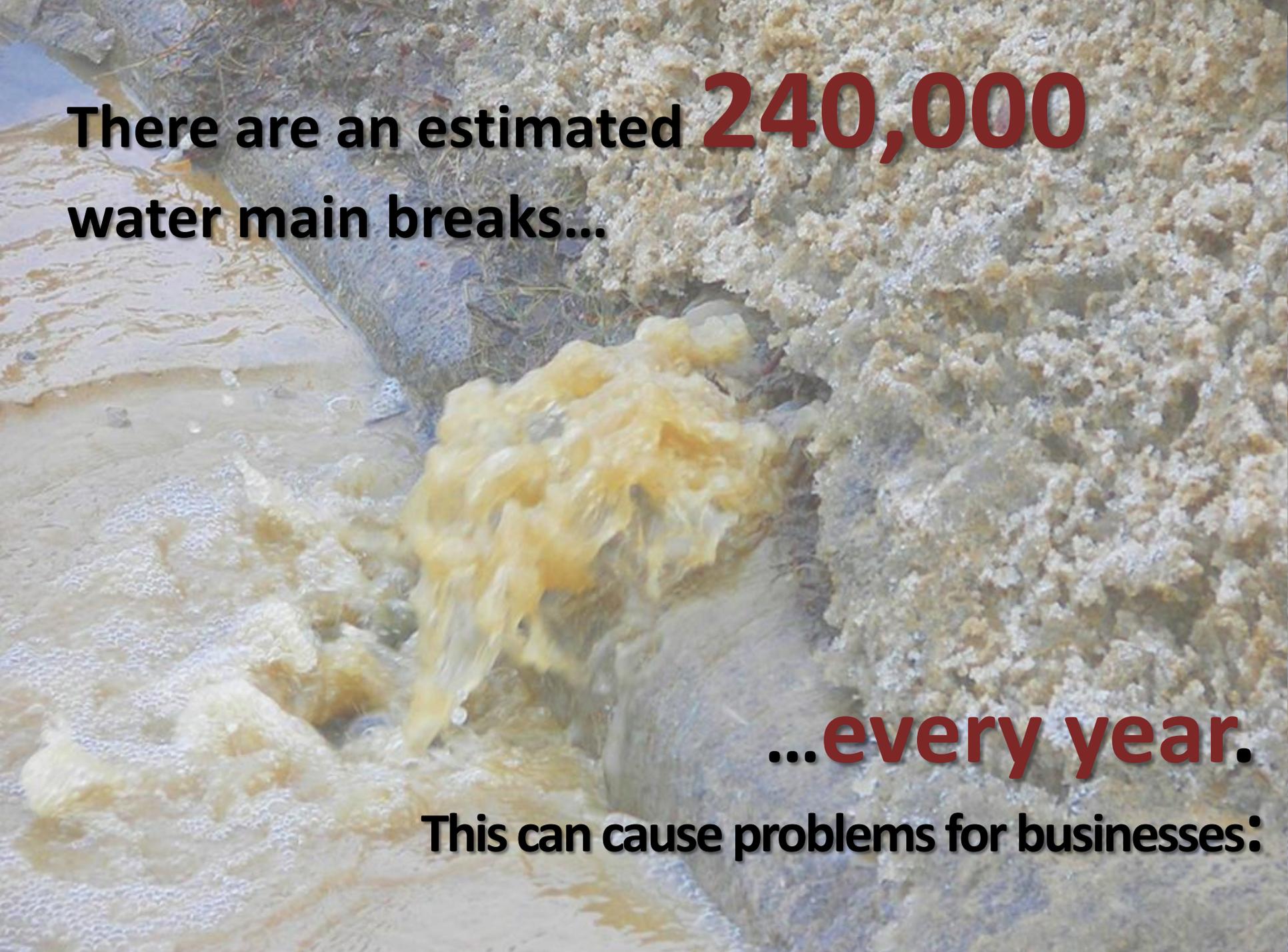
Energy Inputs of a Typical Water-Use Cycle



Nearly every stage of the water-use cycle involves energy inputs, and water takes a lot of energy to move.

Generic Energy Intensity of Water Supply Types

Source Types	Energy Intensity
Surface Water (gravity fed)	0
Groundwater	2000
Brackish Groundwater	3200
Desalinated Seawater	13800
Recycled Water	1100



There are an estimated **240,000**
water main breaks...

...**every year.**

This can cause problems for businesses:

Starbucks, Boston, May 2010

ATTN. CUSTOMERS!!

DUE TO AN AREA WIDE PIPE
BURST, BY ORDER OF THE
GOVERNOR WE ARE NOT
ALLOWED TO SERVE ANY
DRINKS WITH WATER OR
ICE FOR THE TIME BEING.
OUR SINCEREST APOLOGIES!

♥→. SBUX ☹

Water
quality is
impaired in
50% of
rivers and
60%
of lakes.



WARNING
UNSAFE FOR SWIMMING

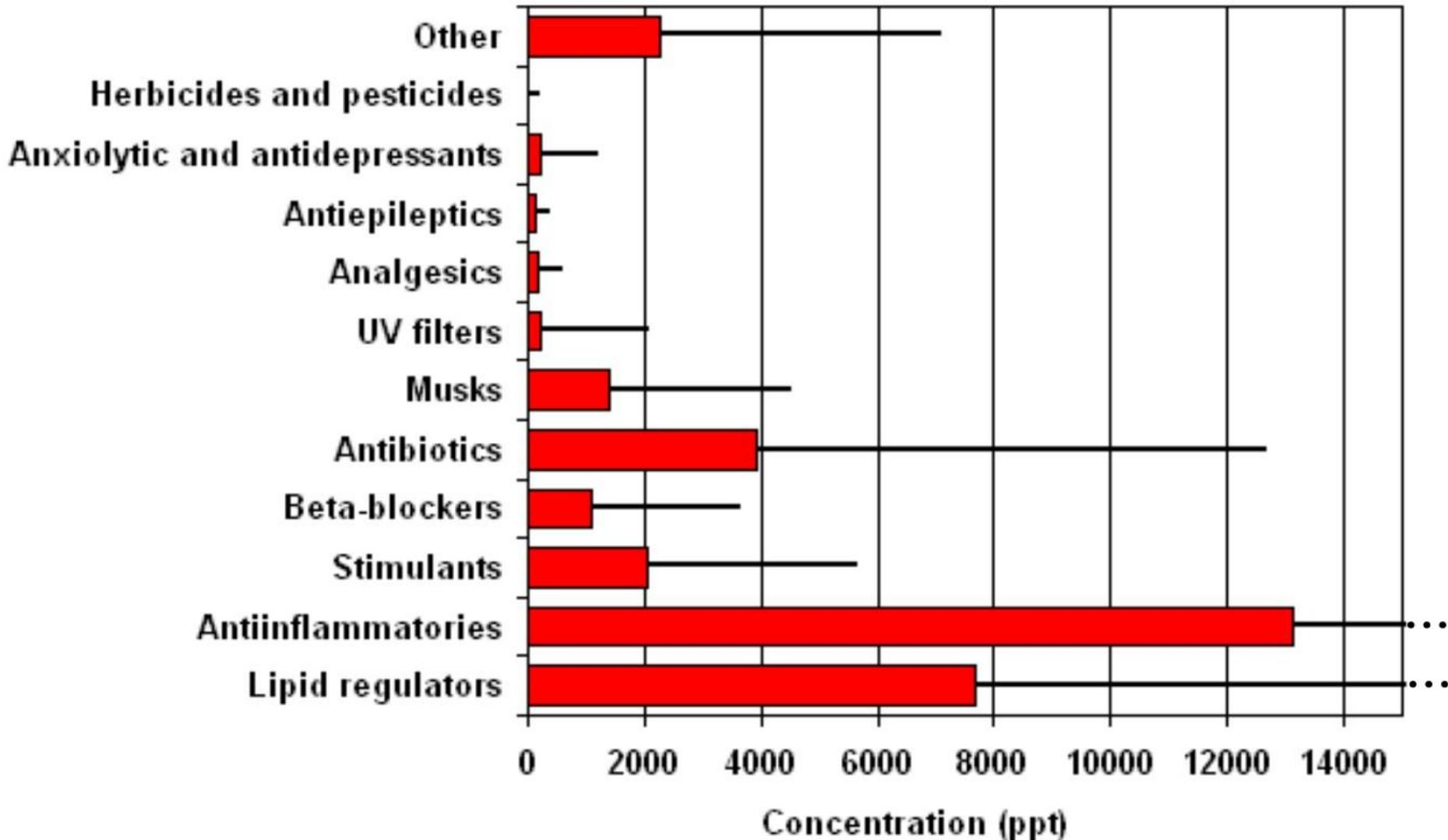
**HIGH LEVELS OF BACTERIA IN
THESE WATERS MAY POSE A
RISK TO YOUR HEALTH**

Medical Officer of Health
Thunder Bay District Health Unit
625-5926



Thunder Bay District
Health Unit

New contaminants of concern are in our water supply.



Zebra and Quagga Mussel Sightings Distribution
Dreissena polymorpha and *D. rostriformis bugensis*



- Zebra mussel occurrences
- Quagga mussel occurrences
- Both species occurrences
- ☆ Mussels trailed overland on boat hulls

Map produced by the U.S. Geological Survey, Gainesville, Florida, November 5, 2009.

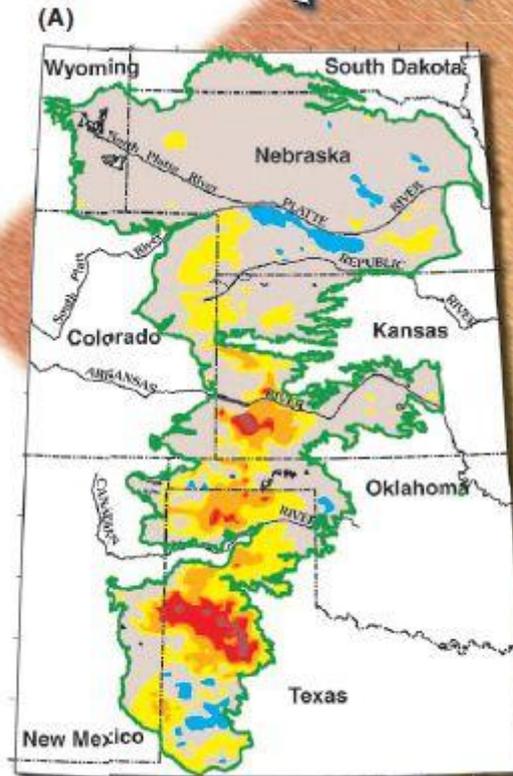
Biodiversity is **threatened**. Fisheries are **disappearing**.



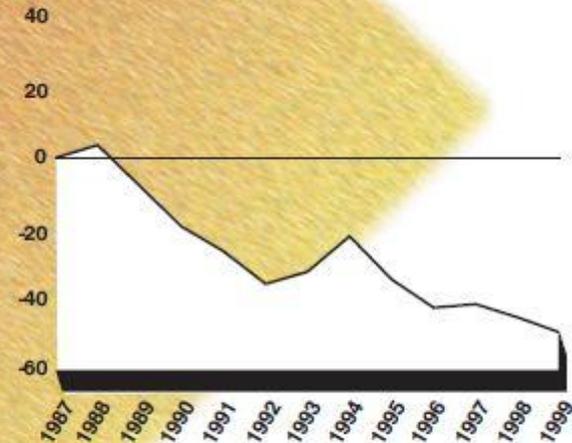
Approximate location and boundary of the High Plains aquifer.

(A) The High Plains Aquifer is a 174,000 square-mile area underlying parts of eight states from South Dakota to Texas. This figure shows changes in ground-water levels in the High Plains aquifer from before ground-water development to 1997.

(B) Shows the cumulative change in ground-water storage in the aquifer from 1987 to 1999. Through 1999, the total net amount of water removed from storage in the aquifer is estimated to have been 220 million acre-feet. This volume of water equals more than half the volume of water in Lake Erie.



(B) Cumulative change in ground-water storage since 1987 (in millions of acre-feet)



Aquifer levels
are
dropping.

Water-level change, in feet

Minimal change

Less than 10-foot change

Declines

10 to 50

50 to 100

100 to 150

More than 150

Rises

More than 10

Boundary of the High Plains aquifer

Source: USGS (data) and GAO (analysis)



Reservoir levels are
dropping.



(A) In May 2001, supporters of Klamath Basin farmers formed a "bucket brigade" by standing shoulder to shoulder and passing buckets of water from the Link River to a canal used to deliver water for irrigation.

Conflicts
over
water are

g
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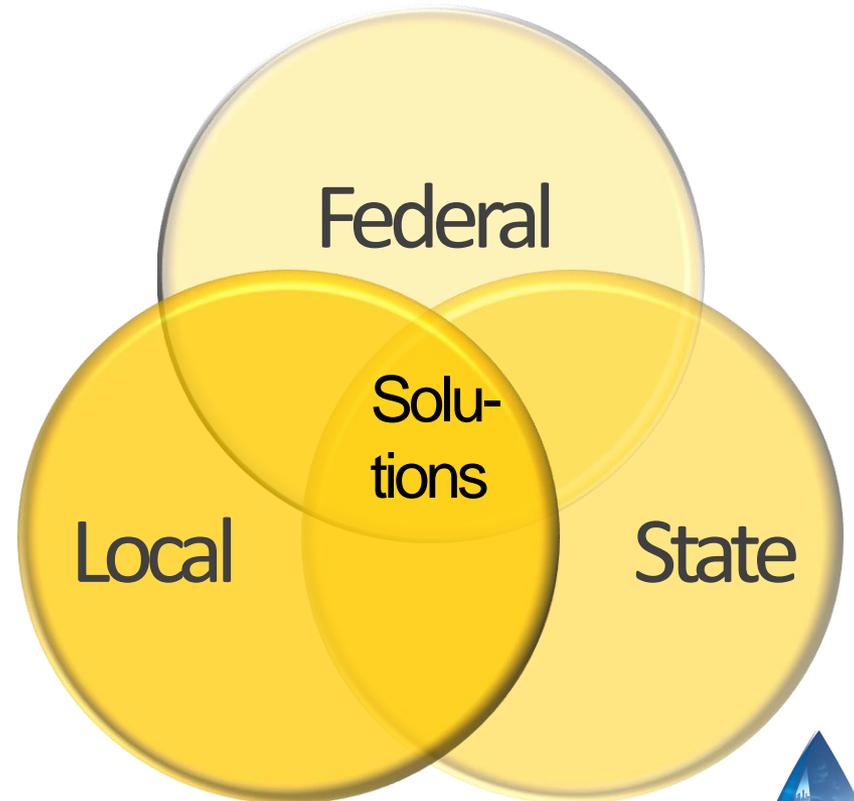
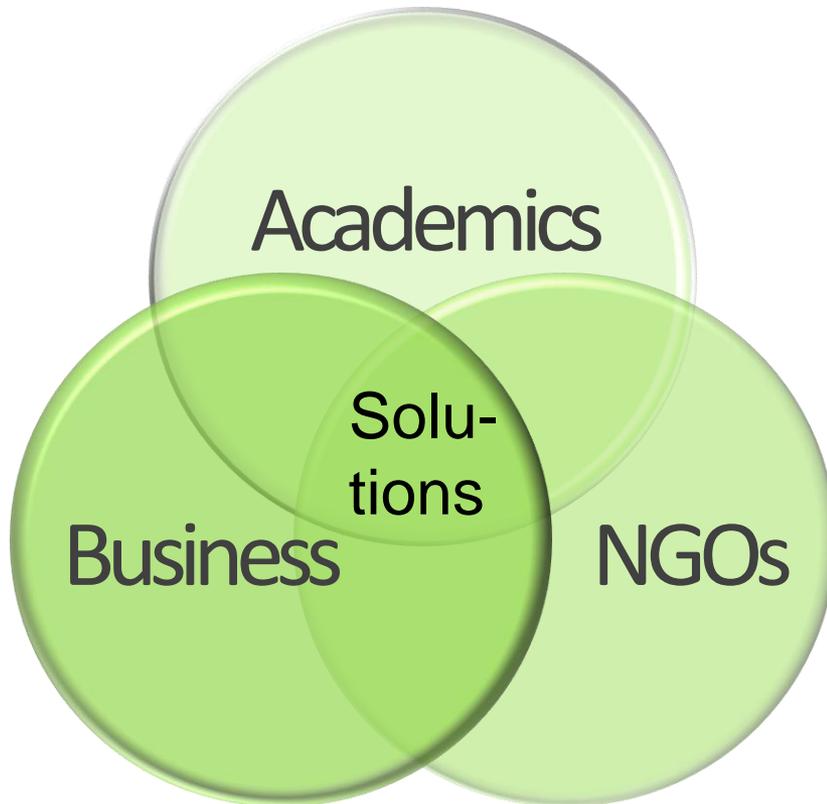


(B) In April 2002, supporters of providing water for fish and wildlife within the Klamath Basin advocate their position.

**What can
we do**



Improve coordination of management across scales and sectors



**Enhance
effectiveness of
existing regulatory
tools**

**Acts
Bills
Principles**



Promote efficient, environmentally wise water management, use and delivery



Water and energy –
inextricably linked

The right water for
the right use



Investment

Development

**Ensure decision making is
based on sound science and
data**

Sharing



**Employ a long-range adaptive approach to
planning and management**



Account for the full cost of water, and invest in sustainable water infrastructure

Value vs. Price

Public opinion

Decaying systems



Educate the public about challenges and solutions

How can I help?

What does it cost?

Where does it come from?





**Develop and validate
methods for freshwater
ecosystem services markets**





“In this future, our sustainable and resilient freshwater resources reinforce America’s preeminence as the land of opportunity, attracting new investment while providing an unparalleled quality of life.”

It has been said there are two ways to achieve change –
through crisis or through leadership.



We choose leadership.



Commitments to Action



Use network to promote CTA; conduct professional training and outreach; develop water footprinting standards; establish clearinghouse for best practices.



Taking action internally: define entire global water footprint; set targets to reduce water consumption; improve quality of water discharge, and externally: provide customers with solutions that make their operations more efficient and sustainable. Continue to work with and provide funding for water-focused NGO work.



Commission a study to calculate national job creation potential of water sector and investment in water infrastructure.

KOHLER[®]

Reduce environmental footprint every year, with end goal of zero offsets by 2035; aggressively grow sustainable product lines; educate trade base and consumers through marketing and multimedia outreach efforts.



Union of
Concerned
Scientists

Work to better understand and convey the connections between energy and water; help ensure policy-making is derived from a clear understanding of these connections.

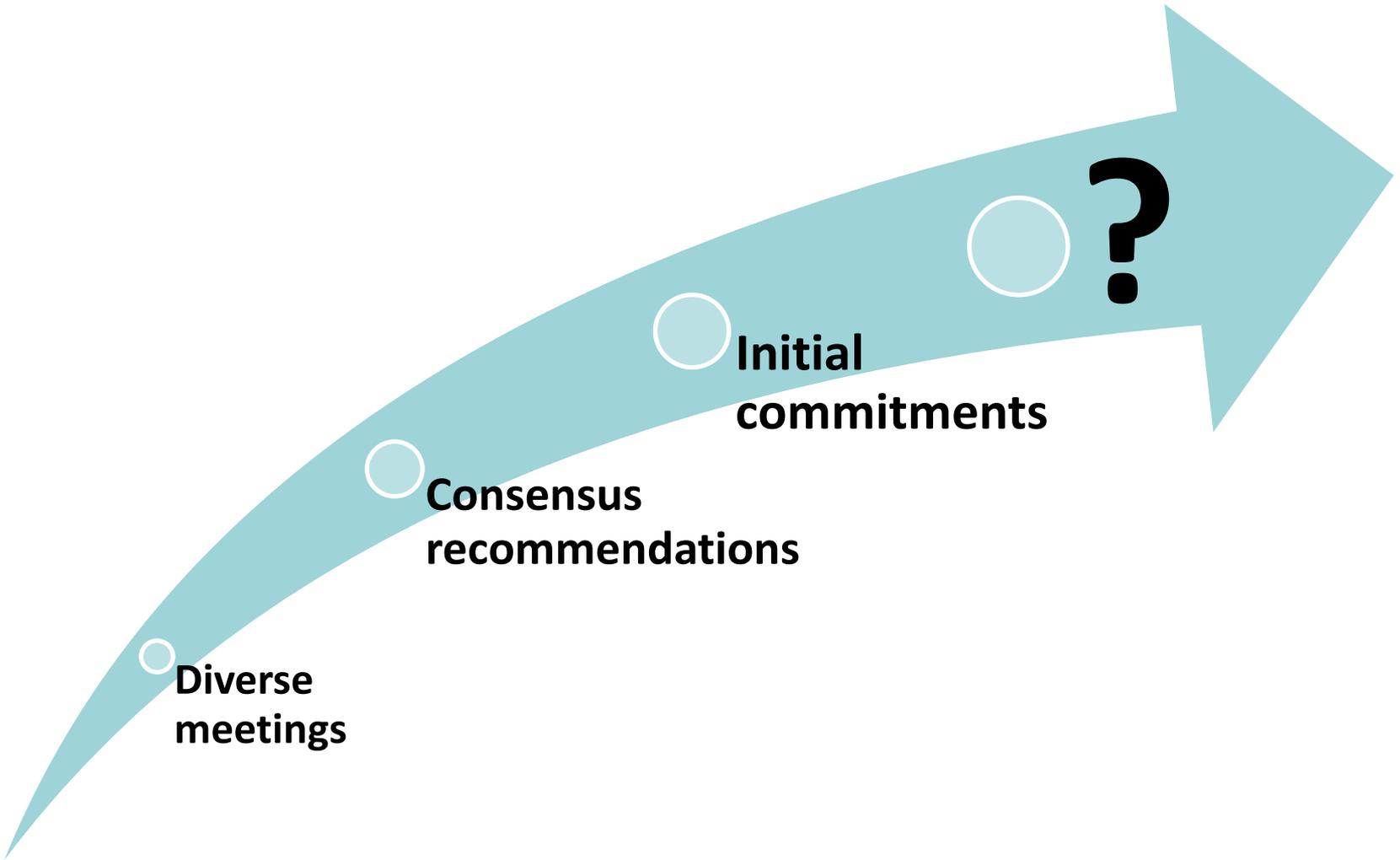


Support and engage in the development, implementation, and dissemination of performance-based tools and systems that improve production agriculture's sustainability; employ adaptive management, applied evaluation and multi-stakeholder collaboration; advance public policies improving the effectiveness of conservation laws, programs and public investments in improving water quality.

Our Commitment

The Johnson Foundation will widely promote and broadly disseminate the *Call to Action* and its recommendations through public briefings, speaking engagements, online social media, and print and broadcast news outlets. Over the next two years, the Foundation will partner with Freshwater Summit participants and other interested organizations on three conferences to further catalyze, expand and coordinate implementation of the *Call to Action* recommendations. During that same timeframe, the Foundation will also focus its unique convening resources to address two critical priorities that emerged from *The Freshwater Forum*: water pricing and nonpoint source pollution. Finally, The Johnson Foundation will continue to play a leadership role in helping coordinate and shape the work of other foundations interested in addressing U.S. freshwater challenges.

Where do we go from here?



To download your own copy of
*Charting New Waters: A
Freshwater Call to Action,*
please visit
www.johnsonfdn.org

