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Quick facts about water

- Freshwater is a diminishing limited resource, and though we cannot increase the Earth's supply of water, we can manage what supplies we have more effectively.¹
- A recent survey found that 85% of real estate professionals believe that water efficiency will be a very important aspect of green building in 2013, compared to 69 percent saying that it was in 2008.²
- The U.S. Green Building Council's LEED green building certification program now requires a 20% reduction in water use as a prerequisite for project certification under all rating systems.²
- Water is emerging as the next big environmental concern for two reasons: one is the relative scarcity of freshwater resources around the world. The second reason is that the process of capturing, storing, transporting, distributing, and treating water is a large net consumer of electrical power.²
- Graywater tends to be reliably present in most commercial environments. Why purchase more potable water, when there is another supply that you've already paid for?²
- The amount of water available today is the same amount of water that was available 100 years ago.³
- In less than 20 years, 1.8 billion people will be living in areas with water scarcity.³
- Worldwide water consumption is rising at double the rate of population growth.³
- Even without drought areas in at least 36 states in the U.S. are expected to have water shortages by 2013.³
- Cooling and process water often account for 80-90% of industrial water use. Harvested rainwater can be used for cooling in all industries and for process water in many industries.³
- Approximately 34% of all water use in the United States is for irrigation.³

1. Van Giesen, Eddie, and Frances Carpenter. Georgia Rainwater Harvesting Guidelines. Georgia: Georgia Rainwater Harvesting Guideline Committee, 2009. Print.
2. Yudelson, Jerry. Water Efficient Technologies for Mechanical Contractors: New Business Opportunities. Rockville, MD: Mechanical Contracting Education & Research Foundation, 2009. Print. June 2010. <<http://www.usgbc.org/ShowFile.aspx?DocumentID=7244>>.
3. Lawson, Sarah, Adrienne LaBranche-Tucker, and Hans Otto-Wack. Virginia Rainwater Harvesting Manual. Salem, VA: The Cabell Brand Center, 2009. Print.