

Education and Outreach for Source Protection

Water Conservation

Audiences	Key Content
<p>All Audiences</p>	<ul style="list-style-type: none"> • Ontario is becoming a North American leader in water protection and innovation to help sustain our water resources for future generations.¹ • Ontarians are among the most efficient users of water in Canada. But Canadians are among the highest users of water and use more per person than most other industrialized nations.² • Ontarians use an average of 225 litres of water daily.² That is nearly twice as much as people in Germany and fifty per cent more than residents of the United Kingdom. Germans use 120 litres per day and residents of the United Kingdom use 150 litres per day. • Clean drinking water is essential to your health, environment, and economic well-being. • Protect your drinking water source by using less water. • Our water resources are precious. Small changes to your water use can make a big difference for your community. • Four great reasons to use less water: <ol style="list-style-type: none"> 1. Preserves water for future generations 2. Fights climate change 3. Saves you money 4. Reduces energy use and costs for distribution
<p>Homeowners</p>	<ul style="list-style-type: none"> • Households account for nearly 60 per cent of municipal water use.² • Up to 65 per cent of water used in the home happens in the bathroom for flushing toilets and bathing.³ • Homeowners can easily reduce their water consumption by fixing leaks and installing low-flow showerheads and higher efficiency toilets. • Five water and money saving tips for homeowners: <ul style="list-style-type: none"> ○ Immediately fix water leaks ○ Buy water efficient appliances and fixtures. Look for the <u>WaterSense</u>⁴ symbol ○ Dry sweep outdoor surfaces instead of using a hose

	<ul style="list-style-type: none"> ○ Wait until your dishwasher or clothes washing machine is full before using it ○ Reduce outdoor water use ● Use a water conservation calculator such as <u>Home Water Works</u> to estimate your water use, know how you compare to the average, and get a plan to help you use less.⁵ ● Check your water bill or meter to confirm your water use. ● Conserving water is simple and can reduce your water bill.
Gardeners	<ul style="list-style-type: none"> ● Water used for lawns and plants is an important part of residential water use. Water use can double in the summer due to various outdoor activities, including gardening.⁶ ● Efficient landscaping and gardening techniques can cut your water use by 20 to 50 per cent and reduce your water bill.⁷ ● Five simple ways to use less tap water outside: <ul style="list-style-type: none"> 1. Spread mulch around the base of plants 2. Use a rain barrel to collect water for plants 3. Water plants early in the morning or in the evening 4. Use native or drought tolerant plants 5. Turn off hoses when not in use
Businesses	<ul style="list-style-type: none"> ● Water conservation is an area of economic opportunity for Ontario businesses. ● Ontario is a world class water technology hub. Our province fosters new developments in the water sector through the Water Opportunities Act⁸ and the Showcasing Water Innovation program⁹. ● Innovative water technologies, services and practices lead to economic opportunities and clean jobs that help conserve and sustain our water resources. ● All businesses use water, directly or indirectly. ● Water is vital for our economy. ● Conserving water is smart business. ● 15 ways for your business to save water and money: <ul style="list-style-type: none"> 1. Set a water conservation goal and share it with staff 2. Conduct a facility audit to quantify water use 3. Look for and repair leaky faucets and pipes 4. Develop a water conservation plan 5. Install water efficient fixtures and equipment 6. Dry sweep instead of using a hose to clean floors 7. Make sure all hoses have automatic shut-off nozzles 8. Educate employees about the importance of using less water

	<p>9. Post reminders to conserve water in places where it is used most</p> <p>10. Design landscaping to be water efficient</p> <p>11. Re-use water for landscaping</p> <p>12. Compare water use to industry benchmarks</p> <p>13. Learn from success stories of industry peers</p> <p>14. Have friendly competitions among similar businesses to see which one can best reduce water use</p> <p>15. Use the Energy Star Portfolio Manager¹⁰ to manage the water use of your building</p>
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RESOURCES

Use the following resources to find more information on water conservation.

MINISTRY OF THE ENVIRONMENT AND CLIMATE CHANGE RESULTS BASED PLAN 2014-15¹	
Link	Ministry of the Environment and Climate Change Results-based Plan 2014-15
Author	Ministry of the Environment and Climate Change
Date Published	2015
Notes	Learn about Ontario's activities to protect our environment.
LOW-FLOW TOILETS³	
Link	Low-flow toilets
Author	City of Brantford
Date Published	2015
Notes	See comparison data on how much water and money you will save by installing a low-flow toilet.
WATERSENSE⁴	
Link	WaterSense
Author	United States Environmental Protection Agency
Date Published	N/A
Notes	Go to this website to find water efficient products, tips for outdoor water use, and best management practices for commercial water users.

HOME WATER WORKS⁵	
Link Author Date Published Notes	<u>Home Water Works</u> Alliance for Water Efficiency N/A Estimate your household water use and learn easy ways to conserve water at home and at work.
WATER-SAVING TIPS FOR YOUR LAWN AND GARDEN⁶	
Link Author Date Published Notes	<u>Water-Saving Tips for Your Lawn and Garden</u> Canada Mortgage and Housing Corporation 2015 Get detailed tips from this site on how to make your lawn and garden more water efficient.
10 TIPS FOR SAVING WATER IN THE GARDEN⁷	
Link Author Date Published Notes	<u>10 Tips for Saving Water in the Garden</u> HouseLogic/National Association of Realtors 2015 Go to this website for tips on how to save water and energy around your home.
WATER OPPORTUNITIES ACT⁸	
Link Author Date Published Notes	<u>Water Opportunities Act, 2010</u> Government of Ontario 2010 Read the Act for information on how Ontario is fostering innovation in the water sector.
SHOWCASING WATER INNOVATION⁹	
Link Author Date Published Notes	<u>Showcasing Water Innovation</u> Government of Ontario 2015 Go to this webpage for links to programs that support innovation and entrepreneurship in Ontario's water industry, including WaterTAP, the Southern Ontario Water Consortium, and Ontario Centres of Excellence.

ENERGY STAR PORTFOLIO MANAGER¹⁰	
Link Author Date Published Notes	<u>Energy Star Portfolio Manager</u> United States Environmental Protection Agency N/A Use this website to manage, track and measure your business' water and energy use and greenhouse gas emissions. Use the site to benchmark your building's performance and engage in friendly competitions with other buildings to reduce water and energy use and help fight climate change.
WHO USES WATER-SAVING FIXTURES IN THE HOME?	
Link Author Date Published Notes	<u>Who Uses Water-Saving Fixtures in the Home?</u> Statistics Canada 2009 Read this article for analysis on indoor water use and the growing popularity of water-saving fixtures.
HOUSEHOLD GUIDE TO WATER EFFICIENCY	
Link Author Date Published Notes	<u>Household Guide to Water Efficiency</u> Canada Mortgage and Housing Corporation 2014 Download this short but comprehensive guide on key ways to reduce water use in your home such as installing high efficiency toilets and showerheads.
ALLIANCE FOR WATER EFFICIENCY	
Link Author Date Published Notes	<u>Alliance for Water Efficiency</u> Alliance for Water Efficiency N/A Check out the wealth of information on water conservation and efficiency. Includes material for municipal water conservation programs and business sectors.
OECD FACTBOOK 2014, "WATER CONSUMPTION"	
Link Author Date Published Notes	<u>"Water Consumption", OECD Factbook 2014: Economic, Environmental and Social Statistics</u> OECD Publishing, Paris 2014 Download this publication for the latest statistics on water consumption by country, as provided by the Organization for Economic Cooperation and Development (OECD).
HOUSEHOLDS AND THE ENVIRONMENT	

Link	Households and the Environment
Author	Statistics Canada
Date Published	2011
Notes	See statistics on how much people in Ontario are protecting the environment compared to other parts of Canada.
RESIDENTIAL WATER USE IN CANADA	
Link	Residential Water Use in Canada
Author	Environment and Climate Change Canada
Date Published	2014
Notes	Look at this summary data on Canadian per capita water use per day and the percentage of households with water meters.
“THE DEMAND FOR WATER IN CANADA,” HUMAN ACTIVITY AND THE ENVIRONMENT (SECTION 3)	
Link	“The Demand for Water in Canada,” Human Activity and the Environment (Section 3)
Author	Statistics Canada
Date Published	2013
Notes	Go to this site to learn about statistical trends in water for Canada.
WATER QUALITY AND QUANTITY: THE ISSUES	
Link	Water Quality and Quantity: The Issues
Author	Conservation Ontario
Date Published	2009
Notes	Read this to learn about water quality and quantity issues and how they can be prevented through conservation.
4 REASONS TO CONSERVE WATER	
Link	4 Reasons to Conserve Water Brochure
Author	Conservation Ontario
Date Published	2010
Notes	View this brochure on how using less water helps local watersheds.
100 + WAYS TO CONSERVE WATER	
Link	100 + Ways to Conserve Water
Author	Water Use it Wisely
Date Published	N/A
Notes	Go to this comprehensive website for tools and resources including tips, videos, activities for children, teacher resources, water use calculators and more.
WATER SMART: PROTECTING WATER FROM SOURCE TO TAP	

Link	Water Smart: Protecting Water from Source to Tap
Author	Raisin-South Nation Source Protection Region
Date Published	N/A
Notes	Download this brochure with tips on how to conserve water and how much you use during daily activities.
CONSERVING WATER FOR TOMORROW	
Link	Conserving Water for Tomorrow
Author	York Region
Date Published	2015
Notes	Go to this site to learn how to do water leak tests at home, find more tips for conserving water indoors and out, and for locations of community demonstration gardens.

OTHER INFORMATION

- Your local municipality office or [conservation authority](#).

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