



NEWS RELEASE

FOR IMMEDIATE RELEASE

October 23, 2017

Alberta's Major Water Users Improve Water Conservation, Efficiency and Productivity by 32%

Edmonton... Alberta's seven major water-using sectors have improved their water conservation, efficiency and productivity (CEP) by 30% since 2005 according to a new report by the Alberta Water Council (AWC). This accomplishment meets the target laid out in the 2003 *Water for Life* strategy. The report highlights specific successes and challenges of each sector and stresses their ongoing commitment to continuous improvement.

"The uneven distribution of water supply and demand and the expected variability due to climate change adds to the challenge of managing water in Alberta—more than 80% of the water supply is located in northern Alberta while 80% of the demand is in the south," says Rob Hoffman, Director, Government and Stakeholder Relations with the Canadian Fuels Association. "This makes water CEP work now more important than ever."

"Through our multi-stakeholder consensus based decision-making process, the AWC played a significant role in supporting the sectors as they voluntarily developed and implemented their CEP plans," says Andre Asselin, Executive Director of the AWC. The AWC CEP process was viewed as a success, providing a foundation that guided sectors in meeting or exceeding targets and developing common performance indicators to report progress. It raised the profile of water and the importance of CEP efforts in its management, created awareness of the distinctiveness and role of each sector in water management and facilitated the sharing of experiences among sectors. "For net water use alone, we saw a 25% reduction over the reporting period and many sectors reported improvements in efficiency and productivity, which enabled us to meet the overall 30% target," says Richard Phillips, General Manager of the Bow River Irrigation District.

The report, *Looking Back: Evaluating Sector Improvements in Water Conservation, Efficiency and Productivity* outlines four areas for ameliorating water CEP planning, implementation and reporting. Specific timelines are associated with action in each area, with recommendations calling for progress as early as within five years and others being implemented on a continuous basis. The recommendations align with continuing efforts by the Government of Alberta and the water-using sectors to manage and conserve water and use it as efficiently as possible.

Visit <http://awchome.ca/WhatsNew/tabid/55/Default.aspx> to access the report and <http://aep.alberta.ca/water/programs-and-services/water-for-life/default.aspx> for more information. Follow us on twitter [@ABWaterCouncil](#) and like us on [Facebook](#)!

The Alberta Water Council is a multi-stakeholder partnership that stewards the implementation of Alberta's Water for Life strategy and provides advice on water management issues to its members, which include the Government of Alberta and provincial authorities, industries, municipalities and NGOs.

For more information, please contact:

Andre Asselin
Executive Director
780-644-7381 or a.asselin@awchome.ca
www.awchome.ca