



CHANGE THE COURSE

Water connects us all

Engaging the public, corporations and the conservation community in restoring water for people and nature.

FOUNDING PARTNERS:



CHARTER SPONSORS:





Water is one of the planet's greatest gifts. We owe everything to the sun-powered water cycle—from the diversity of life to the water that sustains our families and economies.

The Challenge

Our use and management of water have disrupted critical parts of this cycle. We have depleted rivers, wetlands and groundwater reserves, creating uncertainty about our ability to meet the water, food and material needs of our growing population.

The Opportunity

Water security depends on meeting the needs of both people and ecosystems. Success requires two things: shrinking our collective human water footprint and replenishing depleted rivers, streams and wetlands.

Proof of Concept

Change the Course was piloted in the Colorado River Basin. By the conclusion of the three year pilot, over 130,000 individuals made a pledge to conserve water, and over two dozen corporate sponsors joined the movement. As a result, over four billion gallons of water were restored to depleted rivers and streams from the headwaters in the Rockies to the delta in Mexico.

Change the Course is building a movement by engaging the public and the business community in reducing water footprints and returning water to nature. For every personal pledge to conserve, Change the Course returns 1,000 gallons to ecosystems in need. With support from our corporate sponsors, we partner with on-the-ground conservation groups to fund innovative projects that restore water and enhance water security.



Engage

We educate about water footprints and offer simple conservation tips.



Pledge

For every personal pledge to conserve, we return 1,000 gallons to an ecosystem in need.



Restore

With corporate sponsor funds, we help restore rivers and wetlands throughout North America.



Share

We share stories about our projects, pledge community and sponsors to inspire others to join this water stewardship movement.



Experience

We promote learning and engagement through video, editorial and select field visits.

Join Us to build on our success

Geographic Expansion

Partner with us to develop projects and expand public engagement throughout North America.

Change the Course is supporting new projects in drought-stricken California and in water-stressed regions across the U.S. We work collaboratively to match sponsors' budgets with projects that are relevant to their business operations.

Project Diversity

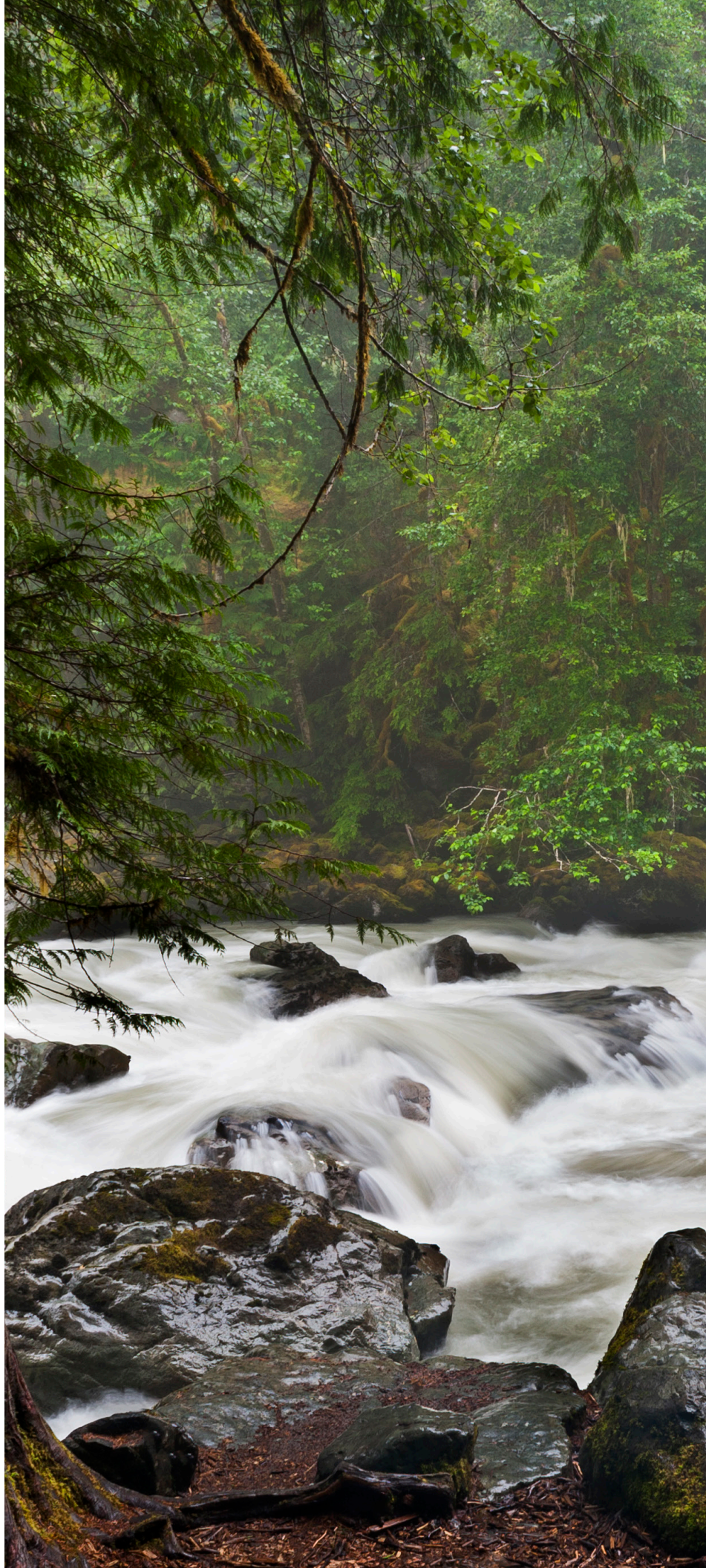
Support a diverse and innovative project portfolio that addresses specific regional challenges and paves the way for new water stewardship solutions.

Our projects increase environmental flows, restore wetlands and mitigate groundwater depletion—always generating positive social and environmental outcomes. We measure replenished water and convert project results into verified thousand-gallon increments to help companies achieve sustainability goals, balance water footprints or work toward “net zero” claims.

Public Engagement

Use our assets to design your own engagement campaign.

Work with us to engage and inspire customers, employees and other stakeholders with customizable Change the Course assets and engagement tools. Promote water awareness at events, conferences and themed days, such as World Water Day. Participate in two-way communication with like-minded corporate water stewards and the public.



Engagements at a Glance



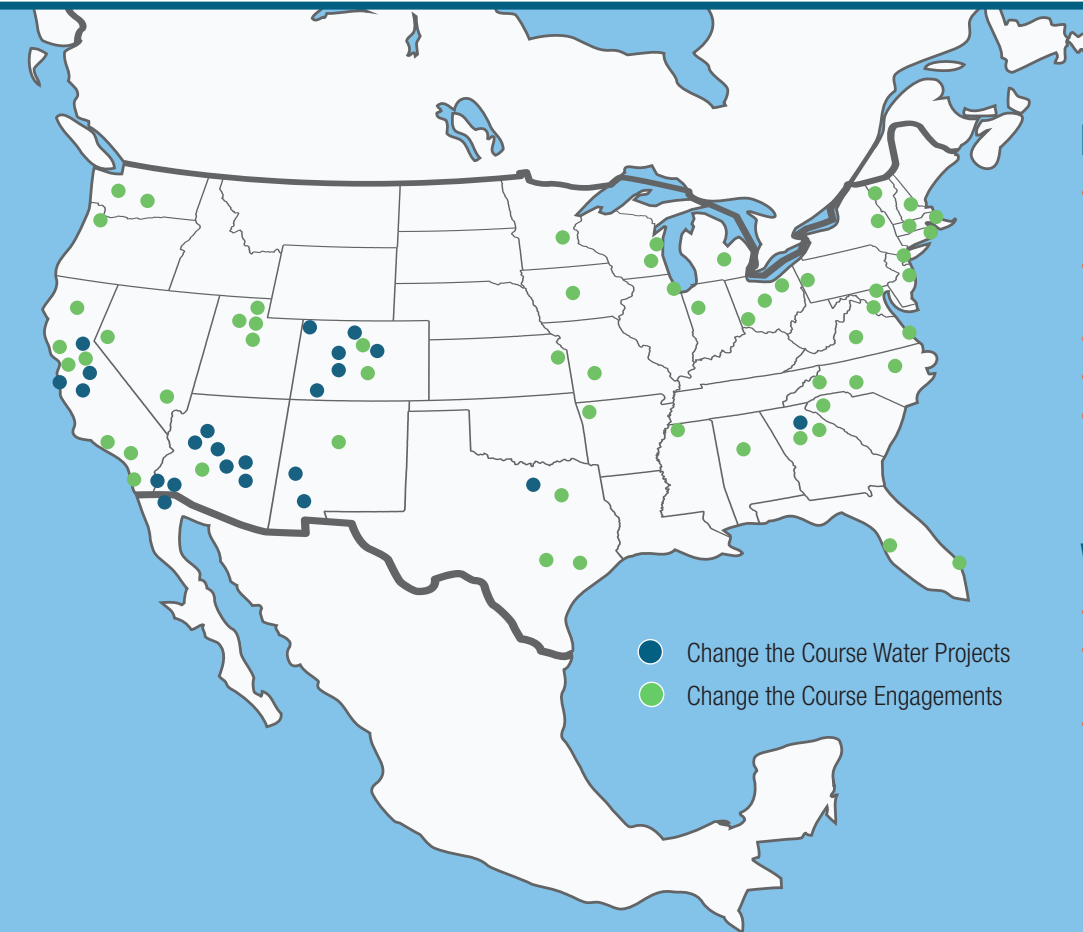
The 2015 and 2016 Waste Management Phoenix Open asks half a million fans to imagine how awkward life is without water.



In June of 2013, Silk (a plant based beverage brand), commissions 3D chalk artist Kurt Wenner to create an interactive map of the Colorado River in Chicago's Union Station.



In Spring of 2015, REVERB engages college students to make the pledge to conserve water during the Lee Brice Campus Consciousness tour.



Pledge Community:

- Over 170K pledgers representing all fifty states and over one hundred countries
- 44% of email and SMS subscribers are 25-54 years old
- 40% of SMS subscribers are 13-24
- 42% of email subscribers are 55+
- 88% of pledge community claims to have changed daily habits as a result of Change the Course

Water Projects:

- Over 20 projects supported
- 6 US states and the Colorado Delta in Mexico
- 4 billion gallons restored

Corporate Sponsors

1% for the Planet, Anaheim Ducks, Biokleen, Blue Legacy International, Brown Forman/Finlandia Vodka, Cinemark, GM Foundation, Hunter Industries, Intel, Kohler, Liberty Bottleworks, Mamma Chia, Minnesota Wild, National Hockey League, Patagonia, PVBLC Foundation, Reformation, REVERB, Starwood Hotels & Resorts, Sustainable Brands, Tampa Bay Lighting, University of Colorado Boulder, Waste Management, Wells Fargo Foundation, Portland Trail Blazers, Xanterra, Golden State Warriors, and REI.

Projects at a Glance

Projects completed/ongoing include the Yampa, Fraser, Cimarron, Roaring Fork and Willow Creek rivers (CO), the Gila River (NM), the Flint River (GA), 7 projects in the Verde Valley (AZ), 3 projects in the Colorado Delta (Mexico), and 3 projects in Northern California, multiple groundwater projects in Central California, and one project in Caddo Lake (TX). Projects in development include: Connecticut River (Canada, CT, MA, NH, VT), Escalante River (UT), Rio Grande Basin, Great Lakes (Midwest), and Florida Springs (FL).

Project types



Flow Restoration and Habitat Improvement



Irrigation/Conservation



Groundwater Improvement



Water Quality Improvement

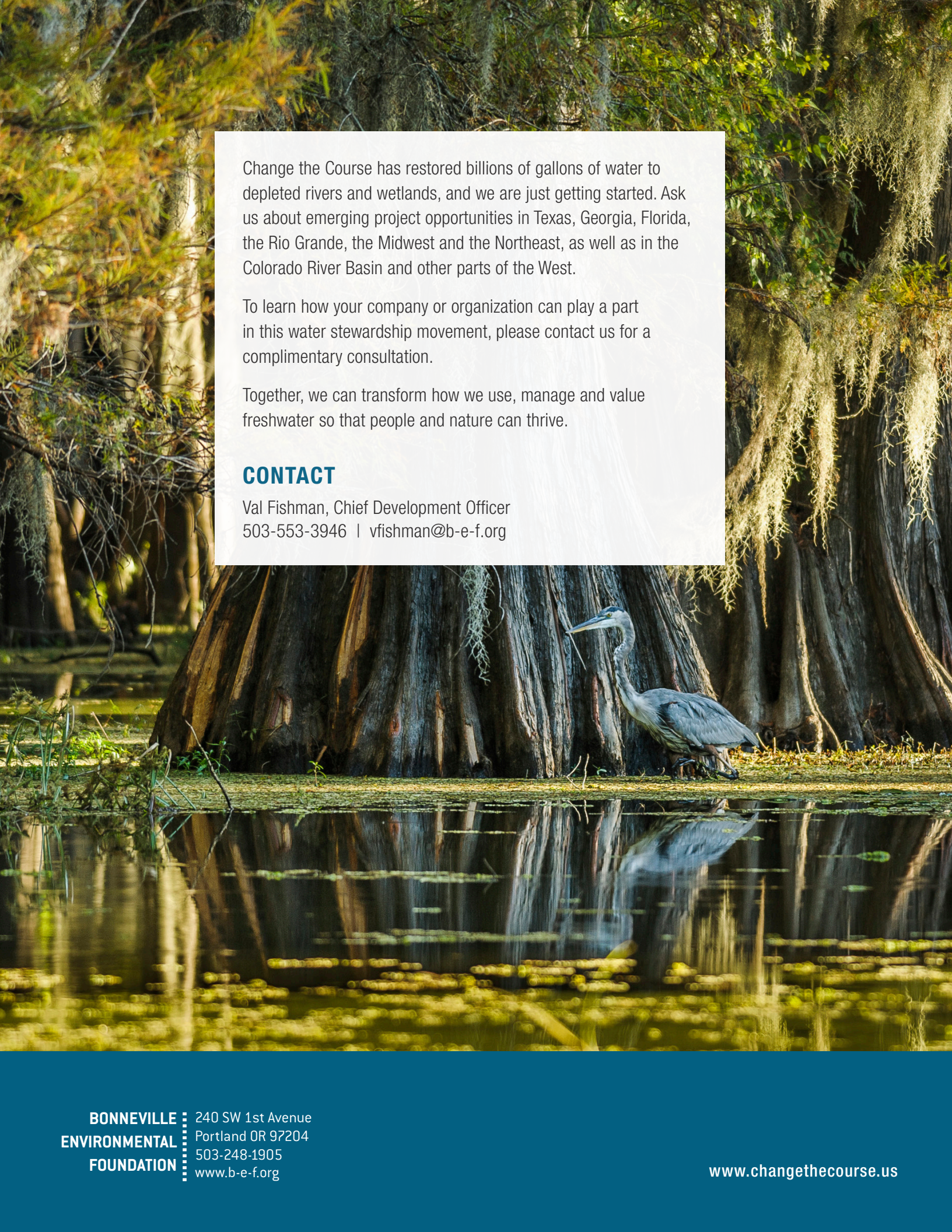


Wetland Restoration



Recreational Benefits

Project Partners include: Arizona Land and Water Trust, Colorado River Delta Water Trust, Colorado Water Conservation Board, Colorado Water Trust, Klamath Basin Rangeland Trust, Pronatura Mexico, Pronatura Noroeste, Restauremos el Colorado, A.C, Sustainable Conservation, The Sonoran Institute, The Nature Conservancy of Arizona and Georgia, Friends of the Verde River, Trout Unlimited and Winter Park Ranch Water and Sanitation District.



Change the Course has restored billions of gallons of water to depleted rivers and wetlands, and we are just getting started. Ask us about emerging project opportunities in Texas, Georgia, Florida, the Rio Grande, the Midwest and the Northeast, as well as in the Colorado River Basin and other parts of the West.

To learn how your company or organization can play a part in this water stewardship movement, please contact us for a complimentary consultation.

Together, we can transform how we use, manage and value freshwater so that people and nature can thrive.

CONTACT

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