



# PROTECTING COLORADO'S RIVERS: A SMART BUSINESS MOVE

**Water lies at the core of Colorado's economy, lifestyle, and identity.** Clean, reliable water supplies are critical for Colorado communities and our economy. As a major economic driver for the state, two million jobs and nearly 60% of our gross state product rely on a healthy Colorado River. But a growing population and changing climate are stressing the water sources we all depend on. Businesses can play a vital role in shaping our water future.

## COLORADO BUSINESSES SUPPORTING WATER SOLUTIONS

- Colorado's business community is promoting water security by making sure the Colorado Water Plan is fully funded and implemented. The plan will protect rivers, promote water flexibility and sharing, and increase water conservation and efficiency.
- Coloradans understand the importance of clean, safe water, yet aren't aware of the crisis the state faces—our population is expected to go from 5 million in 2019 to 8.5 million in 2050 with water supplies remaining the same.
- The outdoor industry in Colorado plays a major role in our economy with the Outdoor Retailer tradeshow located in Denver. We work with leaders in the outdoor industry to advance solutions to water challenges and to work to keep our rivers healthy and flowing.
- Our Change the Course Campaign educates and engages Coloradans on how to support clean, reliable water projects. Businesses in Colorado have been involved in at least 10 campaign projects supporting rivers throughout the state including the iconic Yampa, Gunnison and Rio Grande rivers.
- In 2019, Red Rocks amphitheater worked to balance its water use and promote water conservation with concert-goers. A text campaign promoted with the tagline, "You Can't Rock without Water" helped Change the Course restore 1,000 gallons of water to Colorado Rivers.

*"If we are to meet our needs while protecting our rivers...we are going to have to invest in on-the-ground restoration projects while expanding conservation, efficiency and reuse."*

**WM CAREY SHANKS, MARBLE  
DISTILLING COMPANY,  
CARBONDALE**

# PARTNER TO BOLSTER YOUR OWN BOTTOM LINE

Business for Water Stewardship helps businesses connect to projects and programs that can pay dividends for natural systems, communities and farms, and businesses' bottom line. Business for Water Stewardship helps Colorado businesses:

## CONNECT

to on-the-ground projects to restore and replenish rivers and aquifers

## SUPPORT

policies at the state and local level that ensure our rivers are healthy and vibrant while maintaining our communities economic viability

## BOOST

your reputation as a supporter of community values including healthy rivers

## ABOUT US

Business for Water Stewardship, a program of the Bonneville Environmental Foundation, helps businesses across the US advance solutions to ensure our communities, economies and ecosystems have enough clean water to flourish.

In promoting water-smart policies and programs, Business for Water Stewardship collaborates with businesses through:

**BUSINESS LEADERSHIP:** We help businesses engage and advocate on policy issues through meetings, lobby days and media opportunities at the federal, state and local levels.

**ON-THE-GROUND PROJECTS:** We help businesses implement projects that restore rivers and replenish aquifers. From restoring floodplains along the Rio Grande to modernizing irrigation in the Colorado River Basin and planting trees to reduce pollution in Puget Sound, we tailor our approach locally to make the greatest impact. Through our "Water Restoration Certificates," a business can balance its water footprint while achieving important water security, food security, and environmental benefits.

**CONSUMER CAMPAIGNS:** We design awareness and engagement campaigns such as our national Change the Course campaign which transforms the way society values, uses, and manages water.

## JOIN US

Contact us to see how your business can become involved:  
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