

MAKING WATER SMART

How Do Innovation and Technology Improve Water Conservation?

2024 High School Video Contest Fact Sheet



Metro Atlanta has a unique water story. The region sits at the headwaters of six major river basins, which represent the smallest available surface water supply source for any major metropolitan area in the country. We rely almost entirely on surface water (rivers, lakes, and streams, fed by rainfall) to meet our water needs, which is why responsible water management and conservation are so critical. Since the creation of the Metro Water District twenty years ago, the per capita water use has dropped by more than 30%, thanks in part, to water conservation efforts of metro area residents, utilities, schools, and businesses and improvements in technology that help us conserve water in our homes, schools, and businesses.

Just as water keeps metro Atlanta going, individuals and communities in metro Atlanta play an important part in keeping water sources safe and clean by being good stewards and practicing water conservation. Over the years, innovation of existing water and plumbing fixtures have improved individuals' ability to conserve water with products like water-efficient toilets, showerheads, and faucets inside the home, and water-efficient sprinkler heads and irrigation controllers for the outside. Today, new technology continues to advance water efficiency with higher tech items like smart leak detectors, automatic taps, flow meters, and smart irrigation meters to name a few. With innovation and technological advancements, there are more tools than ever at our disposal to help us use water more efficiently.

2024 High School Video Contest Topic

This year's high school video contest topic asks you to consider how innovation and technology can improve water conservation. Using the [EPA WaterSense product criteria](#) and the resources on the [Metropolitan North Georgia Water Planning District](#) website, create a PSA-style video about how innovation and technology can improve water conservation for the everyday person. Your video should consider how innovations such as more efficient water fixtures, and new technology like smart leak detectors and flow meters play a role in water conservation; how individuals and communities can use innovation and technology to improve water efficiency and save more water; and what you hope innovation and technology can do to help water conservation efforts in the future. The video should last between 30-60 seconds and is due on May 6, 2024.

What else do you need to know while creating your videos?

While there is unlimited creative potential in the video you produce, you should use reputable sources and good data to back up your ideas. Below, the Metro Water District has provided some resources for you to use. You may also consider speaking with a representative from your local water utility.

Resources

EPA WaterSense Technology and Information:

- » [EPA WaterSense Products](#)
- » [EPA WaterSense Products in Development](#)
- » [Water Saving Technologies](#)

Metro Water District website: www.northgeorgiawater.org

- » [Metro Water District's Smart Leak Detector Rebate Program](#)
- » [Metro Water District's Toilet Rebate Program](#)
- » [My Drop Counts Water Conservation Tips](#)

